Ross Reports

ON TELEVISION PROGRAMMING

Wallace A. Ross, Publisher

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Associate Editor: Robert Cinader
Research: David Graham
Research: Gordon Leigh
Research: Arthur Poretz
Circulation: Darryl King

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- **Details on Summer Replacements.**
- **Addresses & Telephones for all Ad Agencies, Packagers, Casting Executives mentioned.**

NEXT MONTH

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- Network Program Trends.
- TV Writers' Credits & Properties Performed since December 1950.

DIRECTORY ISSUE — JULY

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VOLUME 3 NUMBER 4 MONTHLY REPORT - MAY 1951

PROGRAM ANALYSIS ISSUE

End-of-the-Year roundup of all programs seen either on Network Television or locally in NYC during the program cycles from June 1950 to June 1951. Details on upcoming summer programming activity, as well as hiatus plans.

Effective Date of this report is MAY 1951 - at the end of the Spring Cycle..

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PROGRAM ACTIVITY SCHEDULED FOR JUNE & JULY

		See Weekly Report
June 2	It Happened This Week: news & newsreel series - WPIX	Vol 3 #5-A
	A Date With Judy: situation comedy on Saturdays - ABC	Vol 3 #4-D
June 5	Battle of the Boroughs: same as the radio quiz - WCBS-TV	Vol 3 #5-A
June 7	Racket Squad: film series replaces Truth or Conseq.- CBS	Vol 3 #5-B
June 8	Emotion: feature films made in England - WCBS-TV	Vol 3 #5-C
June 9	The Doodles Weaver Show: comedy-variety, Saturday eve - NBC	Vol 3 #5-A
June 10	Ethel Colby's Curtain Call: theatrical interviews - WOR-TV	Vol 3 #5-B
June 11	Here's Looking At You: Richard Willis beauty show - WNBT	Vol 3 #5-B
	Nose For News: photographers' panel - WOR-TV	Vol 3 #5-B
	Chronoscope: current events with top new panel - CBS	Vol 3 #5-B
June 13	Sports Spot: Jim McKay follows Wednesday Fights - CBS	Vol 3 #5-C
June 16	Faye Emerson's Wonderful Town: move to Saturdays on CBS	Vol 3 #5-B
	Midwest Hayride: from WLW-T, summer repl Saturday eve - NBC	Vol 3 #5-C
	Saturday Roundup: western films, summer repl Sat'y eve - NBC	Vol 3 #5-B
	The Show Goes On: Robert Q Lewis moves to Saturday - CBS	Vol 3 #5-B
June 17	Author Meets The Critics: returns on WNBT	Vol 3 #5-C
June 18	Meet The People: Mike Wallace & NYC sight-seeing - CBS	Vol 3 #5-C
	Cameo Theater: "arena style", repl What's My Name - NBC	Vol 3 #5-C
	Westinghouse Summer Theater: reprises CBS dramatic shows	Vol 3 #5-C
June 19	Juvenile Jury: kid panel quiz (Berle repl) - NBC	Vol 3 #5-C
	Meet The Press: second series for Satevepost, Tuesdays - NBC	Vol 3 #5-C
	Jessie's TV Notebook: homemaking and cooking - ABC	Vol 3 #5-C
June 24	Plainclothesman: returns for Edgeworth Tobacco - DuM	Vol 3 #5-I
	Mind Your Manners: teen-age discussion, Sunday noon - WNBT	Vol 3 #5-I
June 25	Who's Whose: Phil Baker quiz replaces Goldbergs - CBS	Vol 3 #5-I
	Stan Lomax - 9 Star Sports: daily sports show - WOR-TV	Vol 3 #5-I
	Story Theater: classic stories on TV film(NY Ford Dlrs) - WNBT	Vol 3 #5-I
June 26	Carmel Myers Show: movie interview series - ABC	Vol 3 #5-I
July 5	It Pays To Be Ignorant: summer repl for Groucho Marx - NBC	Vol 3 #5-I

(Continued on Pg 6)

**Single Copies of this Issue $5 ($3 to subscribers)

PROGRAM ANALYSIS TITLE

Day-of-the-week trends of all programs seen either on Network Television or locally in the Central Ohio market during June 1970 to June 1971. Details on upcoming summer programming activity, as well as Nielsen plans.

Effective date of this report is MAY 1971 - at the end of the Spring Ratings.

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TO ORDER A [illegible] SUBSCRIPTION FOR THE 4 STATE [illegible]

June 1 - [illegible] Vol 3 (3-4)
[illegible] Vol 3 (3-1)
June 2 - [illegible] Vol 3 (3-4)
[illegible] Vol 3 (3-4)
June 5 - [illegible] Vol 3 (3-4)
June 6 - [illegible] Vol 3 (3-4)
June 9 - [illegible] Vol 3 (3-4)
June 10 - [illegible] Vol 3 (3-4)
June 11 - [illegible] Vol 3 (3-4)
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June 12 - [illegible] Vol 3 (3-4)
June 16 - [illegible] Vol 3 (3-4)
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June 17 - [illegible] Vol 3 (3-4)
June 18 - [illegible] Vol 3 (3-4)
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June 19 - [illegible] Vol 3 (3-4)
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June 23 - [illegible] Vol 3 (3-4)
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June 24 - [illegible] Vol 3 (3-4)
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June 25 - [illegible] Vol 3 (3-4)
[illegible] Vol 3 (3-4)
[illegible] Vol 3 (3-4)
June 26 - [illegible] Vol 3 (3-4)
June 27 - [illegible] Vol 3 (3-4)

TOP TEN RATINGS FOR MAY

Multi-Market Pulse Ratings are carried among the details on most shows listed on the following pages. However, the top ten rated shows by the several rating services are listed below for your general interest. Note the 1951-1950 differences in Pulse %s.

MULTI-MARKET PULSE (May 1-7)

	Net	1951	May 1950
Texaco Star Theater	N	45.3	55.2
Your Show of Shows	N	32.3	31.6
Philco Playhouse	N	31.0	25.8
Godfrey Talent Scouts	C	30.7	42.6
Pabst Boxing	C	30.3	not on
Fireside Theater (film)	N	30.3	29.3
Kraft Theater	N	30.3	31.8
Comedy Hour(Phil Silvers)	N	29.4	not on
Toast of the Town	C	29.3	40.2
Godfrey & His Friends	C	29.0	40.8

* NOTE: practically the same top ten; however ratings have changed.

NYC PULSE (May 1-7)

			May'50
Texaco Star Theater	N	45.2	62.3
Philco Playhouse	N	36.2	32.2
Your Show of Shows	N	35.6	34.2
Comedy Hour (Phil Silvers)	N	33.3	not on
Toast of The Town	C	31.2	41.4
Godfrey Talent Scouts	C	29.6	40.2
Studio One	C	29.6	34.7
The Goldbergs	C	28.0	44.2
Your Hit Parade	N	27.8	not on
Man Against Crime	C	27.4	21.9

NYC MULTI-WEEKLY PULSE (May 1-7)

Howdy Doody	N	11.8	Magic Cottge	D	8.8
Dodger BB	W	11.3	Camel News	N	8.6
Perry Como	C	10.9	Capt Video	D	8.6
Giant BB	P	9.6	Small Fry	D	8.2
CBS-TV News	C	9.1	Stork Club	C	8.2

NYC HOOPERATINGS (May)

Texaco Star	N	49.5	Ken Murray	C	26.8
Pabst Fight	C	36.1	Fireside	N	26.8
Show..Shows	N	33.4	Man vs Crime	C	24.9
Hit Parade	N	31.0	Danger	C	24.9
Tlnt Scouts	C	30.6	Lux Video	C	24.0
Comedy Hour	N	30.6	Goldbergs	C	24.0
Mama	C	29.5	Studio One	C	24.0
Philco Play	N	27.0	Truman 5/7		14.6

NETWORK

Texaco Star	N	43.5	Martin Kane	N	27.7
Pabst Fight	C	37.9	Gillette Ft	N	27.5
Show..Shows	N	34.2	Toast..Town	C	26.7
Fireside Th	N	31.9	Ken Murray	C	26.6
Comedy Hour	N	31.6	Mama	C	26.4
Tlnt Scouts	C	31.0	Lights Out	N	26.3
Hit Parade	N	31.0	Studio One	C	26.0
Philco Play	N	30.3	Truman 5/7		19.9

NIELSEN

National - for 2 weeks ending May 26

	Net	Rating	Homes
Gillette Boxing	N	48.6	4,735
Texaco Star Theater	N	47.4	5,877
Comedy Hour	N	42.1	5,036
Fireside Theater	N	41.4	4,417
Show of Shows(partic)	N	39.6	4,296
Martin Kane	N	37.8	4,582
Big Town	C	36.2	
Show of Shows(Swift)	N	36.1	4,296
Philco Playhouse	N	35.7	4,278
Godfrey & Friends	C	35.7	4,066
You Bet Your Life	N		4,152

New York City - 2 weeks ending May 26

Texaco Star Theater	N	55.5	1,277
Fireside Theater	N	42.9	987
Godfrey Talent Scts	C	40.0	920
Philco Playhouse	N	38.3	881
Comedy Hour	N	35.5	817
Show of Shows(Swift)	N	35.1	807
Show of Shows(partic)	N	34.3	789
Show of Shows(Crosley)	N	34.1	784
Man vs Crime	C	33.4	768
Mama	C	33.2	764

TRENDEX - Network - May 1-7

Pabst Fight	C	44.8
Talent Scouts	C	44.7
Texaco Star Theater	N	43.5
Show of Shows	N	38.5
Philco Playhouse	N	37.3
Fireside Theater	N	37.0
Godfrey & Friends	C	35.7
Man Against Crime	C	35.3
Comedy Hour	N	31.2
Your Hit Parade	N	30.5

AMER RESEARCH BUREAU (May)

	Net	Rating	Homes
Texaco Star Theater	N	59.1	7,320
Fireside Theater	N	45.1	4,830
Talent Scouts	C	44.0	4,200
Your Show of Shows	N	43.0	5,200
You Bet Your Life	N	42.1	5,180
Comedy Hour	N	41.6	5,080
Philco Playhouse	N	41.5	5,090
Pabst Fight	C	41.5	4,760
Kraft Theater	N	38.7	

[illegible]

[illegible]-Monday Senior Bowling has started bowling on [illegible] alleys in the following scores. However, the top ten rated teams in the current rankings are listed below for your general information. Some are [illegible] in Point No.

[illegible] (Over 3-7)

[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]

* [illegible] (Only [illegible] [illegible] [illegible]

ADVERTISING AGENCIES WITH PROGRAMS ON TELEVISION IN NEW YORK

Anderson & Cairns	488 Madison	MU 8-5800	Hicks & Greist	420 Lex	MU 3-9135
Atlas	1457 B'way	BR 9-5166	Huber Hoge	699 Madison	TE 8-0200
N. W. Ayer	30 Rock Pl	CI 6-0200	Charles Hoyt	551 Fifth	MU 2-2000
Badger,Br & Hersey	30 Rock Pl	CI 7-3710	Hutchins	16 West 46	PL 7-8526
Ted Bates	630 Fifth	JU 6-0600	Kastor,Far,Ches,Cl	274 Madison	OR 9-4440
BBD&O	383 Madison	EL 5-5800	Kenyon & Eckhardt	247 Park	MU 8-5700
Benton & Bowles	444 Madison	MU 8-1100	Klores & Carter	129 West 52	PL 7-6860
Berm,Castl & Pierce	136 East 38	LE 2-7550	Kudner	575 Madison	MU 8-6700
Biow	640 Fifth	PL 9-1717	C.J. LaRoche	247 Park	PL 5-7711
Bobley	9 West 57	PL 9-7272	Al Paul Lefton	521 Fifth	VA 6-4340
Blaine-Thompson	234 West 44	LO 4-0800	Lennen & Mitchell	17 East 45	MU 2-9170
Brisacher,Wheeler	140 East 39	OR 9-4960	Marschalk & Pratt	535 Fifth	VA 6-2022
Brooke,Sm,Fr & Dorr	52 Vanderb't	MU 6-1800	J.M. Mathes	122 East 42	LE 2-7450
Franklin Bruck	1270 Sixth	CI 7-7660	Maxon	12 East 53	PL 9-7676
Buchanan	1501 B'way	BR 9-7900	McCann-Erickson	50 Rock Pl	JU 6-3400
Leo Burnett	743 Fifth	PL 9-7552	MacManus,John&Adms	444 Madison	PL 9-3221
Calkins&Holden,etc	247 Park	PL 5-6900	Hubert L. Mihic	250 West 57	CI 7-1153
Campbell-Ewald	1 East 57	MU 8-3190	C.L. Miller	521 Fifth	MU 2-1010
Casler,Hemp & Han	33 West 42	LO 5-2921	Emil Mogul	250 West 57	CO 5-2482
Cayton	350 Fifth	LE 2-1711	Moore & Hamm	7 East 35	OR 9-4100
Cecil & Presbrey	247 Park	MU 8-1234	Moss Associates	415 Lex	MU 7-7377
Arnold Cohan	101 West 55	PL 7-7730	Paris & Peart	370 Lex	MU 9-2424
Compton	630 Fifth	CI 6-2800	Peck	400 Madison	Pl 3-0900
Cunningham & Walsh	40 East 34	MU 3-4900	Pedlar & Ryan	250 Park	PL 5-1500
Dancer-Fitz-Sample	347 Madison	OR 9-0600	Philbin,Brand&Sar	277 Park	PL 3-8110
D'Arcy	515 Madison	PL 8-2600	Product Adv Corp	215 Fourth	OR 7-2552
Dundes & Frank	64 West 48	PL 7-0750	Robert W Orr	4 West 58	PL 9-8050
Murray Director	527 Fifth	MU 7-3669	F.D. Richards	10 Rock Pl	JU 6-5400
Doherty,Cliff&Shen	350 Fifth	BR 9-0445	Arthur Rosenberg	570 Seventh	CH 4-4420
Donahue & Coe	1270 Sixth	CO 5-4252	Ruthrauff & Ryan	405 Lex	MU 6-6400
Doremus	120 B'way	WO 4-0700	Ben Sackheim	2 West 59	PL 9-5141
Duane Jones	570 Lex	PL 3-4848	Sherman & Marq	10 Rock Pl	PL 7-6400
Roy S. Durstine	730 Fifth	CI 6-1400	Sternfield-Godley	280 B'way	BA 7-3030
Ellington	535 Fifth	MU 7-4300	Stockton,West,etc	501 Madison	MU 8-6077
Erwin, Wasey	420 Lex	LE 2-8700	Sul,Stau,Col,Bayl	437 Fifth	OR 9-2500
William Esty	100 East 42	MU 5-1900	J.D. Tarcher	630 Fifth	CI 6-2626
Federal	385 Madison	MU 8-4200	J.Walter Thompson	420 Lex	MU 3-2000
Foote,Cone&Beld'g	247 Park	MU 8-5000	Turner & Dyson	10 East 40	MU 6-4242
Gardner	9 Rock Pl	CO 5-2000	Wesley Assoc	347 Madison	MU 6-7077
Getschal & Richard	49 East 51	PL 9-1332	William Warren	45 West 45	JU 6-0350
Geyer,Newell&Ganger	745 Fifth	PL 5-5400	Ward Wheelock	444 Madison	PL 3-7120
Gibraltar	17 East 45	MU 7-7896	Warwick & Legler	230 Park	MU 4-5800
Grant	350 Fifth	BR 9-6100	Weintraub	488 Madison	MU 8-3901
N.C. Greenfield	570 Seventh	LO 4-4464	William Wilbur	135 East 54	MU 8-1186
Grey	166 West 32	CH 4-3900	E.B. Wilson	120 Wall	DI 4-6780
Hirshon-Garfield	745 Fifth	MU 8-8900	Weiss & Geller	400 Madison	PL 3-4070
Hewitt,Ogil,Ben,Mat	575 Madison	MU 8-6100	Young & Rubicam	285 Madison	MU 9-5000

ROSS REPORTS TO OFFER NEW, EXPANDED SERVICE (see back cover)

The start of a new subscription year finds ROSS REPORTS undertaking an extensive expansion that will see the incorporation of many new features into the services rendered subscribers. Basic among these are: the instituting of a weekly West Coast section (starting July or August)....a weekly Film report on program & commercials activity....periodic examinations of local station operations...12 pin-pointed monthly surveys(all open to the same pin-pointed form of advertising)....for complete details see BACK COVER.

ARTISTS' REPRESENTATIVES

Affiliated Artsts	20 East 53	PL 3-1862
Agents TV Corp	724 Fifth	JU 2-3885
Nicholas Agneta	1270 Sixth	CO 5-0232
Laura Arnold	545 Fifth	MU 2-2795
Artists Mgt	200 West 57	PL 7-2157
Ted Ashley	545 Fifth	MU 7-0576
Assoc Artists	117 West 48	PL 7-6592
Assoc Booking	745 Fifth	PL 9-4600
Baum-Newborn	11 West 42	BR 9-6377
V.S. Becker	562 Fifth	LU 2-1040
Jack Bertell	745 Fifth	PL 9-5260
Milt Blackstone	1697 B'way	JU 6-2756
Briscoe & Goldsmith	522 Fifth	MU 2-6244
Jane Broder	40 East 49	MU 8-0960
Chamberlain Brown	145 West 45	LU 2-2207
Bernard Burke	48 West 48	PL 7-4540
Deborah Coleman	1697 B'way	PL 9-1803
Columbia Artists	113 West 57	CI 7-6900
Darrow Agency	681 Fifth	PL 3-0871
Jack Davies	48 West 48	PL 7-1880
Sara Enright	234 West 44	LA 4-8553
Famous Artists	610 Fifth	CI 7-6200
Foley & Gordon	9 East 45	MU 5-5354
Dorothy Gabriel	501 Madison	EL 5-1076
Blanche Gaines	40 East 49	PL 9-8266
Gale Agency	48 West 48	PL 7-7100
General Artists	1270 Sixth	CI 7-7550
John E. Gibbs	30 Rock Pl	PL 7-5959
Joseph Gidding	111 East 64	RH 4-6837
Joe Glaser	745 Fifth	PL 9-4600
Lew & Leslie Grade	250 West 57	JU 6-4190
Abner Greshler	1270 Sixth	CI 7-3025
Al Grossman	1270 Sixth	CI 5-8422
Sylvia Hahlo	113 West 57	JU 6-2731
Mark Hanna	654 Madison	TE 8-8730
Hartford Agency	18 East 48	PL 3-6500
Horace Heidt	100 Park	OR 9-3240
Frances Hidden	350 Fifth	CH 4-1376
Howard Hoyt	11 West 42	LA 4-0089
Carleton Hub	1674 B'way	CO 5-4231
Miles Ingalls	Hotel Astor	JU 6-3000
Int'l Artists	420 Madison	PL 9-7490
Sam Jaffe	38 East 57	PL 9-6693
May Johnson	745 Fifth	PL 9-2991
El'nor Kilgallen	595 Madison	MU 8-4222
Lucy Kroll	119 West 57	PL 7-4250
Ken Later	65 West 54	PL 7-6964
Mark Leddy	48 West 48	JU 6-2760
Lee-Harris-Draper	113 West 57	JU 6-4180
Liebling-Wood	551 Fifth	VA 6-3714
M C A	598 Madison	PL 9-7500
Wm McCaffrey	501 Madison	EL 5-1076
Metropolitan Artst	405 Lex	OR 9-3930
William Morris	1740 B'way	JU 6-5100
Marjorie Morrow	1501 B'way	CH 4-0644
N C A C	711 Fifth	PL 9-6000
Lucille Phillips	1674 B'way	CI 7-3264
Barron Polan	444 Madison	PL 9-4727
Popular Concert	250 West 57	PL 7-3396
Max Richard	1776 B'way	PL 7-6414
Robbins Bros	67 West 44	MU 7-2033
Frances Robinson	220 West 42	WI 7-2308
Jerry Rosen	48 West 48	PL 7-6185
Gloria Safier	457 Madison	MU 8-3950
James L. Saphier	6 East 45	MU 7-8370
Bernard Schubert	509 Madison	MU 8-0940
Louis Shurr	1501 B'way	CH 4-8240
Paul Small	535 Fifth	MU 7-0606
Maeve Southgate	25 West 9	GR 3-1308
Barbara Stanger	17 East 48	PL 5-1127
Talent Assoc	150 East 52	PL 3-1030
Ward-Kemp	11 East 44	MU 7-6561
Henry W. Wiese	1674 B'way	CO 5-1930
Peter Witt	37 West 57	PL 9-7966
Writers for TV	17 East 48	PL 5-1127
Jules Ziegler	545 Fifth	MU 2-2080
Actors Exchange	226 West 47	CI 6-5473
Artists Service	305 West 69	SU 7-5400
B'way Exchange	168 West 46	CI 7-3997
Lexington(Tel Exch)	595 Fifth	LE 2-1100
Radio Registry	21 West 47	PL 7-0700
Tele-Test Exchange	35 West 53	JU 2-0460

TV STUDIOS & THEATERS

ABC - TV Center - 7 W 66 TR 3-7000
- Ritz Theater - 219 W 48
- Vanderbilt " - 148 W 48
- Elysee " 202 W 58

CBS - #41,#42,#43 - 15 Vblt PL 5-2000
- Liederkrantz - 111 E 58
- Playhouse #3 - 1697 B'way
- " #51 - 109 W 39
- " #52 - 254 W 54
- Peace Hall#57- 109 St & Fifth
- Town Thtr#58 - 841 Ninth Ave
- Mansfield#59 - 256 W 47
- Lincoln Sq#60- 1947 B'way
- Stork Club - 3 E 53

NBC - Studios - 30 Rock Pl CI 7-8300
- Studios - 105-55 E 106
- Center Thtr - Rock Pl
- Internat'l - 5 Columbus Cir
- Hudson - 141 W 44

PIX - Studios - 220 E 42 MU 2-1234

DuM - Studios - 515 Mad MU 8-2600
- Wanamaker's - Astor Place
- Adelphi Thtr- 150 W 54
- Ambassador - 215 W 49

WOR - TV Center - 20 W 67 LO 4-8000
- Amsterdam - 214 W 42

[illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

INDEPENDENT PACKAGERS ACTIVE IN NEW YORK

ANTA	245 West 52	PL 7-4133	Media Prod'ns	245 West 55	JU 2-2361
Ted Ashley	545 Fifth	MU 7-0576	Modell-Harbruck	7 West 66	TR 3-7000
Barry-Enright	104 East 40	OR 9-3118	William Morris	1740 B'way	JU 6-5100
Charles Basch	17 East 45	MU 2-8877	Carlton Morse	NBC Rm 688	CI 7-8300
V.S. Becker	562 Fifth	LU 2-1040	Herbert Moss	100 West 55	CO 5-1661
Albert Black	1270 Sixth	CO 5-5885	John Nasht	1 East 53	MU 8-3323
Milt Blackstone	1697 B'way	JU 6-2756	Neptune Prod'ns	30 Rock Pl	CI 7-8300
Louis G. Cowan	575 Madison	PL 9-3700	Oliver Nicoll	37 West 46	LU 2-3150
Ehrlich Assoc	1819 B'way	JU 6-5472	Jack Partington	1501 B'way	LO 3-0029
Barry Elliott	516 Fifth	MU 2-3383	Philbin Bran&Srgnt	277 Park	PL 3-8110
Jerry Fairbanks	157 East 69	TR 9-3352	N & I Pincus	101 West 55	CI 6-0138
Mildred Fenton	40 East 49	PL 9-8266	Popular TV Prog	250 West 57	PL 7-3396
Foley & Gordon	9 East 45	MU 7-5354	Bernard Prockter	221 West 57	JU 6-4830
Hardie Frieberg	270 Park	PL 5-9473	Product Adv Corp	215 Fourth	OR 7-2552
F & W Prod'ns	618 Lex	PL 3-7772	Monte Proser	59 West 44	MU 7-4400
G-L Enterprises	270 Park	PL 5-9473	Reemack Prod'ns	527 Fifth	MU 7-7979
Gainsborough	1440 B'way	CH 4-0626	Rockhill Radio&TV	18 East 50	PL 9-7979
John Gibbs	30 Rock Pl	CO 5-7504	James L. Saphier	6 East 45	MU 7-8370
Arthur Godfrey	485 Madison	PL 5-2000	Roosevelt Enterprs	Pk Sheraton	JU 6-1120
Harry S. Goodman	19 East 53	PL 5-6131	Martha Rountree	570 Lex	PL 5-7770
Martin Goodman	65 West 54	JU 6-1180	Kermit Schafer	1585 B'way	JU 6-1496
Goodson-Todman	49 East 52	PL 5-9100	Bernard Schubert	509 Madison	MU 8-0940
Martin Gosch	14 East 65	TR 9-7060	Henry Souvaine	30 Rock Pl	CI 7-5666
Harvey & Howe	500 Fifth	WI 7-2000	Wilbur Stark	510 Madison	PL 3-1742
West Hooker	598 Madison	PL 9-7500	Martin Stone	4 West 58	MU 8-0585
Harold Huber	Wm. Morris	JU 6-5100	Douglas Storer	1270 Sixth	CI 7-6325
Charles Irving	130 East 61	TE 8-7023	Irvin P. Sulds	654 Madison	TE 8-7025
Carol Irwin	277 Park	PL 5-7244	Telenews Prod'ns	630 Ninth	JU 6-2450
Robert Jennings	53 West 53	JU 6-0711	Telco Prod'ns	55 West 53	PL 7-0146
Roger Kay	666 Fifth	MU 8-2164	T'Ventures	1650 B'way	PL 7-8690
Ted Lloyd	270 Park	MU 8-3830	Transamerican	1 East 54	PL 5-9800
Phillips Lord	501 Madison	PL 5-2211	TV-Programs	350 Fifth	CH 4-1374
Gerry Layton	551 Fifth	MU 7-6320	United Artists TV	729 Seventh	CI 5-6000
Lester Lewis	1 Christphr	WA 4-8582	Fred Vandeventer	1440 B'way	LO 4-8000
Max Liebman	130 West 56	PL 7-6533	Vincent-Law	509 Madison	EL 5-0734
MacLevy Video Prod	189 Lex	OR 9-3600	Charles Wick	342 Madison	MU 7-1746
Harvey Marlowe	20 W 67 WOR	LO 4-8000	Wayne Wirth	30 Rock Pl	JU 2-3026
Master'n,Red&Nel	745 Fifth	PL 9-1120	Ed Wolf	420 Madison	PL 5-7620
Mayo Video	113 West 57	PL 7-4996	R Whiteman (G&W)	307 East 44	MU 5-4258
Larry White	1 East 48	PL 9-2307	World Video	15 East 47	PL 9-3870
MCA Artists	598 Madison	PL 9-7500	Frederick Ziv	288 Madison	MU 8-4700

JUNE & JULY PROGRAM ACTIVITY(Continued)

June 30	- Songs For Sale - with Steve Allen(vice Sing It Again) - CBS	Vol 3 #5-D
July 1	- General Electric House Party - summer fillin for Waring - CBS	Vol 3 #5-D
July 2	- Pantomime Quiz - on kine - summer fillin for Lux Theater - CBS	Vol 3 #5-B
July 3	- Fireside Arena Theater - summer fillin for the P&G series - NBC	Vol 3 #5-A
July 5	- Your Esso Reporter - film newsreel- fillin for A. Young - CBS	Vol 3 #5-B
	Meet Corliss Archer - family situation comedy(on film) - CBS	Vol 3 #5-B
July 6	- Door With No Name - mystery - summer fillin for Big Story - NBC	Vol 3 #5-A
	The Clock - dramatic series - fills in for We The People - NBC	Vol 3 #5-B
	Schlitz Film Firsts - 13 week feature film series - CBS	Vol 3 #5-B
	Twenty Questions - returns - for Mennen - on WOR-tv & DuM	Vol 3 #5-D
	Canine Varieties - pet show & care series - ABC	Vol 3 #5-D
July 7	- Tom Corbett, Space Cadet - ½hr kines fillin for V.borge - NBC	Vol 3 #5-B
July 12	- The Freddy Martin Show - musical series - NBC	Vol 3 #5-B
July 14	- Assignment: Manhunt - summer filler for Hit Parade - NBC	Vol 3 #5-D
July 29	- Star of the Family - returns - Peter&Mary Hayes - Ronson - CBS	Vol 3 #5-C

ARMSTRONG CIRCLE THEATER - from WNBT to 34 NBC sta plus 13 kine; Tue 9:30-10pm; features "Americana" theme; SPONSOR - Armstrong Cork; AGENCY - BBD&O; SUPERVISOR - Ira Avery BBD&O; PRODUCER - Hudson Faussett NBC; DIRECTOR-Garry Simpson NBC & alt; SCRIPT ED - Ed Roberts BBD&O; WRITERS - Freelance, $400 - 750 for originals; CASTING - Hudson Faussett, Martin Begley NBC; COMMERCIALS DIR - J.L.Tyler BBD&O; ANNOUNCER - Nelson Case; DEBUT - June 6, 1950; MAY MULTIPULSE - 20.9; PRODUCTION - $8,500; (NO SUMMER HIATUS).

BIGELOW THEATER - from WCBS-TV to 4 CBS sta plus 29 local spots (on film); Sun 6-6:30pm; SPONSOR - Bigelow-Sanford Carpets; AGCY - Y&R; SUPERV - Robert Hussey Y&R,(Cal) W.F.Benoit Y&R (NY); PRODUCER-DIRECTOR - Frank Woodruff Y&R; SCRIPT EDITOR - Geo. Panetta Y&R; WRITERS - Freelance, $500 for originals; CASTING-Hussey & Woodruff; COMMERCIALS PROD - Mildred Blake Y&R; DEBUT - Dec 1950; MAY MULTIPULSE - 11.7; PRODUCTION COST - Approx $12,500; (SUMMER HIATUS: Last show June 3 - Returns Sept 9).

THE BIG STORY - from WNBT to 18 NBC sta plus 24 kine; Fri 9:00-9:30pm; featuring true stories of newspaper reporters; SPONSOR - Pall Mall Cigarettes; AGENCY - SSC&B; SUPERVISOR - Tom Vietor SSC&B; PACKAGER - Bernard J. Prockter; SUPERVISOR OF PRODUCTION - Jerome C. Robinson, Prockter; DIRECTOR - Charles Skinner, Prockter; SCRIPTS - Staff writers; CASTING - Jerome C. Robinson, Prockter; COMMERCIALS PROD - Tom Vietor SSC&B; NARRATOR - Robt Sloane; DEBUT - Sept 1949; MAY MULTIPULSE - 16.1; PRODUCTION - Approx $10,000; (SUMMER HIATUS: Last show June 29 - Returns August 31).

DANGER - from WCBS-TV to 16 CBS sta plus 9 kine; Tue 10-10:30pm; features mystery stories; SPONSOR - Block Drug (Amm-i-dent); AGENCY - Cecil & Presbrey; SUPERVISOR - William Patterson C&P; PRODUCER - Charles Russell CBS; DIRECTORS - Sid Lumet & Curt Conway alternate CBS; SCRIPT EDITOR - Jerry Horwin CBS; SCRIPTS - Freelance, $350-450; CASTING - Bob Fryer & Archer King CBS; SETS - Bob Markel; COMMERCIALS PROD - William Patterson C&P; ANNOUNCER - Dick Stark; DEBUT - Sept '50; MAY MULTIPULSE - 18.1; PRODUCTION - Approx $9,500; (NO SUMMER HIATUS).

FAITH BALDWIN THEATER - from WJZ-TV to 30 ABC sta plus 18 kine; Alt Saturdays 12:30-1pm; SPONSOR - Maidenform Bras; AGENCY - Wm. Weintraub; SUPERVISOR - Tom DeHuff; Weintraub; PACKAGER - Jack Barry-Dan Enright & Geoffrey Jones; DIRECTOR - Charles Powers ABC; SCRIPT EDITOR - Dan Enright; SCRIPTS - Freelance, $250 for adapt of Faith Baldwin stories; CASTING - Barry-Enright; COMMERCIALS PROD - Tom DeHuff, Weintraub; DEBUT - Jan 1951; MAY MULTIPULSE - 6.9; (NO SUMMER HIATUS).

FAMOUS JURY TRIALS - from WABD to 3 DuMont sta plus 9 kine; Wed 9-9:30pm; features courtroom dramas; SPONSOR - Italian Swiss Colony Wine; AGCY - Honig & Cooper (San Fran); PACKAGER - Transamerican; PRODUCER - John L. Clark, Trans, Roger Gerry DuM; DIRECTOR - Sean Dillon, Trans; SCRIPT EDITOR - John L.Clark; SCRIPTS - freelance originals, $200-400; CASTING - Sean Dillon, Trans; NARRATOR - Ron Rawson; DEBUT - Oct 1950; MAY MULTIPULSE - 8.5; PRODUCTION - $5,000; (SHOW DROPPED MAY 30, 1951). NY Chevrolet Dlrs & others were co-op sponsors during 1950.

FORD THEATER - from WCBS-TV to 16 CBS sta plus 8 kine; SPONSOR - Ford Motors; AGCY-Kenyon & Eckhardt; SUPERVISOR - Wm Lewis K&E; PACKAGER - K&E; PRODUCER - Werner Michel K&E; DIRECTOR - Franklin Schaffner K&E; SCRIPT EDITOR - Lois Jacoby K&E; SCRIPTS - freelance adaptations of plays & novels, $500-750; CASTING - Marion Robertson K&E; MUSICAL DIRECTOR - Ben Ludlow; ANNOUNCER - Art Hannes; DEBUT - Oct 1948; MAY MULTIPULSE - 17.8; PRODUCTION - $22,500; (SUMMER HIATUS: Last show June 29 - Return indefinite). Show was in 9-10 time slot alternate Fridays.

** ADD - FIRESIDE THEATER - See alphabetical listing at rear for page.

DRAMATIC PROGRAMS - TELEVISION

ANNOUNCING CHICAGO THEATRE - From WGN-TV to 24 CBS sta plus 13 kines; Tue 9:30-10pm; Feature movie "Wildcats" (Hexa); MCCLOUD - Advertising Cons; ADAM-
[illegible] (Ind); CHESTERFIELD - Jos Avery (Hexa); FRONTIER - Brown Rubber Inc; LIBERTY-
Cherry Sherman (Ind & Ad); SCRIPT AD - Roberts (Hexa); WRITERS - Freelance, Pub; a
TV for [illegible]; DRESSING - Eaton Cons, Merritt Dowley Ad; COMMERCIAL WAR -
[illegible] Cider Edwin; MCDONOUGH - Indian Cons; [illegible] - June 6, 1950; MAY MULTIPLIER -
[illegible]; PRODUCTION - $6,500; (NO CURRENT STATUS).

CHICAGO THEATRE - From WGN-TV to 4 CBS sta plus 29 local cycle (on film); Sun 8-
8:30pm; SPONSOR - Physicians-Surgeons Corpora; ADAM - Hal; SUNDAY -
Robert Barnes Tue.(Ind) W.L.Barnett VAR (TV); RICHTER-LIBERTON - Fred Woodward Ad;
SCRIPT BUTTON - Geo. Tarasta Wah; WRITERS - Freelance, $500 for original; CASTING-
Lowry & Woodward; COMMERCIAL SOUND - Mildred Blake Wah; FILM - Jan 1950; MAY
MULTIPLIER - 11.7; PRODUCTION COST - Approx $14,500; (CURRENT STATUS: Last show
June 3 - Returns Sept 3).

THE BIG STORY - From WNBT to 18 NBC sta plus 24 kines; Wed 9:00-9:30pm; Featuring
true stories of newspaper reporters; SPONSOR - Phil Mail Corporation;
AGENCY - SEOMB; ADVERTISING - Jos Vinter Sells; PRODUCER - Bernard G. Prendergast;
STORYLINES OF INDUSTRIES - Jerome C. Robinson, Producer; DIRECTOR - Charles Grimes,
Producer; WRITE - Short writers; CASTING - Jerome C. Robinson, Producer; COMMER-
CIAL PROD - Jos Vinter Sells; MANAGER - Mart Greene; FILM - Apr 1950; MAY MU-
LTIPLIER - 4.1; PRODUCTION - Approx $10,000; (CURRENT STATUS: Last show June 29 -
Returns August 31).

AMOS - From WGN-TV to 16 CBS sta plus 9 kines; Tue 10-10:30pm; Feature movie
series; SPONSOR - Moon Lake (Amm-i-dent); AGENCY - Cecil & Presbrey;
COMMERCIAL - William Patterson Cons; PRODUCER - Charles Russell CBS; DIRECTOR -
Bill Lamb; Cast Conway Alternate Wah; SCRIPT EDITOR - Jerry Bowin (Cat Scripts -
Freelance, $250-$50; CASTING - Bob Ryder & Arden King CBS; DESIGN - Bob Mayfel;
COMMERCIAL PROD - William Patterson Cons; ANNOUNCER - Eric Sevare; FILM - Sept 1950;
MAY MULTIPLIER - 18.1; PRODUCTION - Approx $8,500; (NO CURRENT STATUS).

FAITH BALLADAY THEATRE - From WLW-TV to 30 ABC sta plus 18 kines; Alt Saturday 10:30-
11pm; SPONSOR - Mainbrace Beer; AGENCY - W. Wainright;
DIRECTOR - Tom Belloff; Waterman; PACKAGER - Jack Berry-Dan Knight & Associates;
DIRECTOR - Charles Lowry CBS; SCRIPT EDITOR - Lou Wheldon; CASTING - Hyo-
dowa, $250 for weight of Faith Balladay stories; SETTING - Berry-Knight; CHARGE-
CLAUD PROD - Jim Belloff, Waterman; DEBUT - Jan 1951; MAY MULTIPLIER - 6.5; (NO
CURRENT STATUS).

FAMOUS JURY TRIALS - From WABC to 3 Lowest sta plus 9 kines; Wed 9-9:30pm; Famous
courtroom drama; SPONSOR - Italian Swiss Colony Wine; AGCY -
Ronly & Dooper (Jon Ryan); PACKAGER - Transcontinental; PRODUCER - John L. Clark;
Henry Henry Cary Ind; DIRECTOR - Sam Dillon, Trans; SCRIPT EDITOR - John L.Clark
Sheldon; Freelance originals, $250-$50; CASTING - Sam Dillon, trans; SETTING -
Sheldon - Freelance originals, $250-$50; CASTING - Sam Dillon, trans; SETTING -
Jon Kenton; DEBUT - Jan 1950; MAY MULTIPLIER - 8.5; PRODUCTION - $8,500; (SHOW
HOLDS MAY 30, 1951). TV Chevrolet Dlrs & others were co-op sponsors during 1950.

FORD THEATRE - From WNBC-TV to 16 CBS sta plus 8 kines; SPONSOR - Ford Motors; AGCY
Meyer & Beaumont; PRODUCER - Lee Davis Wah; DIRECTOR - Ben; PRO-
DUCER - Werner Kubel Wah; DIRECTOR - Franklin Schaffner Wah; SCRIPT EDITOR - Lois
Jacoby Wah; CASTING - Freelance adaptations of plays & novels, $200-$50; CASTING -
Walter Schwarzer Wah; PRODUCER SUPERVISOR - Jon Ladinsky; ANNOUNCER - Art Gilmore; DEBUT
Oct 1948; MAY MULTIPLIER - 31.2; PRODUCTION - $4,500; (CURRENT STATUS: Last show
June 29 - Returns Indefinite). Show was in 9-10 time slot alternate Friday.

44 LOU - FIRESIDE THEATRE - See alphabetical listing of year ago.

GABBY HAYES SHOW - from WNBT to 27 NBC sta plus 16 kine; Sun 5-5:30pm; features dramatizations of American history & tall tales by Gabby Hayes; SPONSOR - Quaker Oats, Aunt Jemima, Quaker Puffed Wheat & Rice; AGENCY - Sherman & Marquette; SUPERVISOR - Jules Bundgus S&M; PACKAGER - Martin Stone; PRODUCER-DIRECTOR - Vincent Donehue NBC; SCRIPTS - Horton Foote & Jerome Coopersmith; CASTING - Vincent Donehue NBC; COMMERCIALS PROD - Jules Bundgus S&M; DEBUT - Oct 1950; MAY MULTIPULSE - 8.6; PRODUCTION - $6,500; (SUMMER HIATUS: Last show June 24 - Returns Aug 19).

HANDS OF DESTINY - from WABD to 2 DuMont sta plus 7 kine; Fri 9-9:30pm; features mystery, psychological & suspense dramas; SUSTAINING; PRODUCER - Charles Parsons DuM; DIRECTOR - Pat Fay DuM; SCRIPT EDITOR - Charles Mann DuM; SCRIPTS - Freelance originals, $225; CASTING - Elizabeth Mears DuM; MUSIC - Organ only; DEBUT - Sept 1949; MAY MULTIPULSE - 6.7; (NO SUMMER HIATUS). PROD'N - $4500.

HOLLYWOOD THEATER TIME - from KECA (H'wood) to WJZ-TV via kine; Sat 7-7:30pm; SUSTAINING; PACKAGER - Wm Morris & ABC (on coast); PRODUCER - George M. Cahan & Thomas W. Sarnoff KECA; DIRECTOR - Robert S. Finkel; DEBUT - Oct 1950; MAY MULTIPULSE - 5.0; (NO SUMMER HIATUS).

KRAFT TELEVISION THEATER - from WNBT to 33 NBC sta plus 8 kine; Wed 9-10pm; SPONSOR - Kraft Foods; AGENCY - J. Walter Thompson; PACKAGER - JWT; PRODUCER - Stanley Quinn JWT; DIRECTORS - Stanley Quinn & Maury Holland alternate; SCRIPT EDITOR - Ed Rice JWT; CASTING - Marion Dougherty JWT; COMMERCIALS PROD - Stan Quinn; DEBUT - May 1947; MAY MULTIPULSE - 30.3; PRODUCTION - $15,000; (NO SUMMER HIATUS).

LIGHTS OUT - from WNBT to 31 NBC sta plus 13 kine; Mon 9-9:30pm; features eerie dramatic stories; SPONSOR - Admiral; AGENCY - Erwin,Wasey; SUPERVISOR - Pete Finney E,W; PRODUCER - Herb Swope NBC; DIRECTOR - Larry Schwab NBC; SCRIPT EDITOR - H. Philip Minis NBC; SCRIPTS - freelance, originals $350 up, adapt.$200 up; CASTING - Martin Begley NBC; MUSICAL DIRECTOR - Arlo (Organist); COMMERCIALS PRODUCER - Al Tilt E,W; NARRATOR - Frank Gallop; DEBUT - July 19, 1949; MAY MULTIPULSE - 23.1; PRODUCTION - $7,500; (NO SUMMER HIATUS).

LUX VIDEO THEATER - from WCBS-TV to 25 CBS sta; Mon 8-8:30pm; SPONSOR - Lever Bros (Lux Toilet Soap & Flakes); AGENCY - J. Walter Thompson; SUPERVISOR - Calvin Kuhl JWT; PACKAGER - JWT; PRODUCER - Calvin Kuhl JWT; DIRECTOR - Fielder Cooke & Richard Goode alternate; SCRIPT EDITOR - Richard McDonagh; CASTING - Harold Loeb JWT; MUSICAL DIRECTOR - Wladimir Selinsky; SETS - William Smith; COMMERCIALS PROD - Larry Goldwasser JWT; - DEBUT - Oct 2, 1950; MAY MULTIPULSE - 24.3; PRODUCTION - $10,500; (SUMMER HIATUS: Last show June 25 - Returns Aug 27).

PHILCO TV PLAYHOUSE - from WNBT to 35 NBC sta plus 22 kine; Sun 9-10pm; SPONSOR - Philco; AGENCY - Hutchins; SUPERVISOR - H. Pierson Mapes, Hutchins; PACKAGER - NBC; PRODUCER - Fred Coe NBC; DIRECTOR - Delbert Mann & Gordon Duff alternate, NBC; SCRIPT EDITOR - Julian Claman, Talent Associates; SCRIPTS - freelance adapt plays, novel & orig, $500-1,000; CASTING - William Nichols, Talent Associates; COMMERCIALS PROD - Ira Skutch, Hutchins; DEBUT - Oct 1948; MAY MULTIPULSE - 30.0; PRODUCTION - $22,500; (NO SUMMER HIATUS).

PULITZER PRIZE PLAYHOUSE - from WJZ-TV to 26 ABC sta plus 20 kine; Fri 9-10pm; adapt of stories & plays by writers who have won a Pulitzer prize SPONSOR - Schlitz Beer; AGENCY - Young & Rubicam; SUPERVISOR - Joe Moran - Y&R, Asst Robert Buchanan; PACKAGER - Wm Morris; PRODUCERS-DIRECTORS - Alex Segal ABC, Frank Telford & William Brown, Jr. Y&R; SCRIPTS - Freelance adapt; CASTING - Jerry Stagg, Wm Morris; MUSICAL DIRECTOR - Bernie Green; COMMERCIALS PROD - Sylvia Dowling Y&R; DEBUT - Oct 6,1950; MAY MULTIPULSE - 18.8; PRODUCTION - $27,500; (SUMMER HIATUS: Last show June 29 - Returns on WCBS Fri 9-10pm on Sept 28 with new dramatic format & title; Sponsor will run film on CBS-TV starting July 6).

ROBERT MONTGOMERY PRESENTS - from WNBT to 32 NBC sta plus 5 kine; Alt Mon 9:30-10:30 pm; features adapt of motion pictures & important literature; SPONSOR - American Tobacco (Lucky Strike); AGENCY - BBD&O; SUPERVISOR - Dan Lounsbery BBD&O; PACKAGER - Neptune Productions; PRODUCER - Robert Montgomery NBC; DIRECTOR - Norman Felton NBC; PRODUCTION SUPERVISOR - Joseph Bailey, Neptune; SCRIPTS - freelance adaptations; CASTING - Joan MacDonald, Neptune; MUSICAL DIRECTOI - Raymond Scott; COMMERCIALS PROD - Dan Lounsbery BBD&O; HOST - Robt Montgomery; DEBUT - Jan 1950; MAY MULTIPULSE - 20.8; PRODUCTION - $35,000; (SUMMER HIATUS: Last show July 2 - Returns Sept 10).

ROYAL PLAYHOUSE - from WABD to 2 DuMont sta; Thurs 9:30-10pm; (replay of Fireside Theater films); SPONSOR - DuMont Telesets; AGENCY - Campbell-Ewald PACKAGER - United TV Programs; PRODUCER - Bing Crosby Enterprises, Frank Wisbar; ASSOC PROD - Sidney Smith; FILM EDITOR - Holbrook N. Todd; PHOTOGRAPHY - Benjamin H. Kline; DEBUT - April 12, 1951; (NO SUMMER HIATUS).

SOMERSET MAUGHAM THEATER - from WNBT to 32 NBC sta; Alt Mon 9:30-10:30pm; Features dramatic adapt of Somerset Maugham stories; SPONSOR - Bymart (for Tintair); AGENCY - Cecil & Presbrey; SUPERVISOR - Joseph D. Lamneck C&P; PACKAGER - John Gibbs & Ann Marlowe; DIRECTOR - Dan Petrie, Gibbs; STAGER - David Alexander, Gibbs; SCRIPT EDITORS - David Alexander & Dan Petrie; SCRIPTS - freelance CASTING - Marjorie Morrow (1501 Bway); MUSIC - all records; COMMERCIALS PROD - Jos D. Lamneck, C&P; ANNOUNCER - Rex Marshall; Joyce Matthews, commentary for Tintair; DEBUT - Sept 1950 on CBS, moved to NBC Apr 2,1951; APRIL MULTIPULSE - 21.0; PRODUCTION - $25,000; (NO SUMMER HIATUS).

STARLIGHT THEATER - from WCBS-TV to 14 CBS sta plus 13 kine; Alt Thurs 8-8:30pm; features romantic dramas; SPONSOR - S.C.Johnson; AGENCY - Needham, Louis & Brorby (Chi); SUPERVISOR - Alan Wallace NI&B; PRODUCER - Martin Ritt, CBS; DIRECTOR - Curt Conway CBS; SCRIPT EDITOR - Jerry Horwin CBS; SCRIPTS - freelance, $400-500 rights, $400-500 adapt; CASTING - Bob Fryer CBS; COMMERCIALS PROD - Byron Paul CBS; DEBUT - Apr 1950; MAY MULTIPULSE - 14.9; PRODUCTION - $12,000; (NO SUMMER HIATUS).

STARS OVER HOLLYWOOD - from WNBT to 10 NBC sta plus 29 local spots (on film); Wed 10:30-11pm; original dramas & comedies; SPONSOR - Armour (for Dial Soap, Dash, Corned Beef Hash); AGENCY - Foote, Cone & Belding (Chi); PACKAGER - MCA Hwood, which supervises production by inde film makers; SUPERVISORS - Carl Kramer & Axel Gruenberg; MAY MULTIPULSE - 10.6; PRODUCTION - $7500; (NO SUMMER HIATUS).

STUDIO ONE - from WCBS-TV to 32 CBS sta plus 19 kine; Mon 10-11pm; originals & adaptations; SPONSOR - Westinghouse; AGENCY - McCann-Erickson; SUPERVISOR - Alfred J. Scalpone McC-E; PRODUCER - Worthington Miner CBS; DIRECTORS - Paul Nickell & Lela Swift CBS; SCRIPT EDITOR - Jerry Horwin CBS; SCRIPTS - freelance, $400-500; CASTING - Robert Banker CBS; COMM'LS PROD - Ted Huston McC-E; COMM'LS BY - Betty Furness; DEBUT - Nov 1948, sponsored May 1949; MAY MULTIPULSE - 26.3; PRODUCTION-$20,000; (SUMMER HIATUS: Last show June 11 - Returns Sept 17; sponsor stays on with reprises of CBS dramatic scripts produced by CBS staff).

SUSPENSE - from WCBS-TV to 28 CBS sta plus 6 kine; Tue 9:30-10pm; mysteries; SPONSOR - Electric Auto-Lite; AGENCY - Cecil & Presbrey; SUPERV - Frank Gilday C&P; PROD-DIR - Robert Stevens CBS; SCRIPT EDITOR - Jerry Horwin CBS; SCRIPTS - freelance, $350-450; CASTING - Stevens & Robt Fryer CBS; MUSIC - Henry Sylvern; ANNOUNCER - Rex Marshall; COMM'LS PROD - John Donnelly C&P; DEBUT - March 1949; PRODUCTION - $9000; (NO SUMMER HIATUS); MAY MULTIPULSE - 18.5.

TALES OF THE BLACK CAT - on WCBS-TV only Tue 10:30-11pm (on film); re-edited "Showtime" 1949 series, with James Monks & his cat Thanatopsis to intro; SPONSOR - NY Ford Dlrs; AGENCY - J Walter Thompson; SUPERV - Bruce Anderson JWT; DEBUT-Nov 1950; DEPARTED - May 29, 1951.

[illegible] - From [illegible] to 30 [illegible] and guns 3 times; [illegible] 9:[illegible]-10:30 pm; Technical advice on [illegible] objectives & [illegible] [illegible]

[illegible] - American Tobacco (Lucky Strike); ADDICT - [illegible] [illegible]; INCREASE - Marlboro Productions; ANCIENT - Sweet [illegible] [illegible]; Morris Polite [illegible]; [illegible] - Joseph Feldman, [illegible]; [illegible] - Freelance advertisers; [illegible] - Joan McDonald, [illegible]; [illegible] [illegible]; Tuesday [illegible]; CONDITIONS FROM - Sam Lumsdaine Agency; NOST - Alex Mountjoy; [illegible] - Jan 1970; MAY [illegible] - [illegible]; [illegible] - $30,000; [illegible] [illegible] - Saturday Sept 5.

[illegible] - From [illegible] to 6 [illegible] [illegible]: Times [illegible]-10:[illegible]; [illegible] of [illegible] Theatre (Close), [illegible] - Director [illegible]; [illegible] - [illegible]; [illegible] - Called [illegible] Programme; [illegible] - Ship [illegible] [illegible]; [illegible] [illegible]; [illegible] PROD - [illegible] [illegible]; [illegible] - [illegible]; [illegible] - [illegible] [illegible]; [illegible] - April 15, 1971; (NO [illegible] [illegible]).

[illegible] - From [illegible] to [illegible] [illegible]; [illegible] 8:[illegible]-10:30pm; [illegible] [illegible] [illegible] [illegible]; [illegible] - [illegible]; [illegible] - [illegible]; [illegible] -

TRAPPED - on WOR-TV only; Fri 8:30-9pm; mystery dramas; SPONSOR - Participations; PROD-DIR-CASTING - Harvey Marlowe; SCRIPTS - Frank Wayne; DEBUT - Sept 1950; PRODUCTION - under $1000; (NO SUMMER HIATUS).

THE WEB - from WCBS-TV to 23 CBS sta plus 9 kine; Wed 9:30-10pm; SPONSOR - Embassy Cigarettes; AGENCY-Geyer,Newell & Ganger; SUPERV-George Zachary GN&G; PACKAGER-Goodson-Todman; PRODUCER-Franklin Heller CBS; DIRECTORS-Herbert Hirschman & Dan Levin CBS; SCRIPT ED - Jack Turner G-T; SCRIPTS - freelance, $250 rights to mystery stories, $350-400 adapts; MUSIC - Lew White; CASTING - Archer King CBS; COMM'LS PROD - Zachary GN&G; DEBUT - July 1950; PRODUCTION - $10,000; MAY MULTIPULSE - 18.1 (NO SUMMER HIATUS).

ADVENTURE - CENTRAL CHARACTER(S)

BIG TOWN - from WCBS-TV to 24 CBS sta plus 3 kine; Thurs 9:30-10pm; SPONSOR - Lever Bros(Rinso,Spry); AGENCY - Ruthrauff & Ryan; SUPERV - Sid Slon R&R; PRODUCER - Charles Robinson CBS; DIRECTOR - David Rich CBS; SCRIPT ED - Jerry Horwin CBS; SCRIPTS - Freelance, approx $500; CASTING - Michael Mead CBS; features Pat McVey & Mary K. Wells in newspaper dramas, as in the radio show; DEBUT - Oct 1950; MAY MULTIPULSE - 19.6; PRODUCTION - $10,000; (NO SUMMER HIATUS).

CHARLEY WILD, PRIVATE DETECTIVE - from WCBS-TV to 17 CBS sta plus 30 kine; Wed 9-9:30 pm; with John McQuade in title role; SPONSOR - Wildroot; AGENCY - BBD&O; SUPERV - Walter Tibbals BBD&O; PACKAGER - Regis Radio; PRODUCER - Larry White for Regis; DIRECTOR - Len Valenta, Regis; WRITERS - Shirl Hendrix & Stanley Niss; CASTING - Valenta & Wendy Sanford, Regis; DEBUT - Dec 1950; COMMLS PROD - Tibbals, BBD&O; (moved from Fri to Wed in April); PRODUCTION - $6500; MAY MULTIPULSE - 16.6; (NO SUMMER HIATUS).

CASEY, CRIME PHOTOGRAPHER - from WCBS-TV to 8 CBS sta plus 11 kine; Thu 10:30-11pm; with Richard Carlyle in title role & John Gibson as Ethelbert; SPONSOR - Carter Products (Arrid) alt weeks; AGENCY - SSC&B; SUPERV - Jack Van Nostrand SSC&B; PRODUCER - Martin Manulis CBS; DIRECTOR - Sidney Lumet CBS; SCRIPT ED - Jerry Horwin CBS; SCRIPTS - freelance, $500 approx; CASTING - Archer King & Florence Friedman CBS; COMM'LS PROD - Richard Uhl SSC&B; MUSIC - Tony Mottola trio; DEBUT - April 1951; MAY MULTIPULSE - 10.6; PRODUCTION - $9000; (NO SUMMER HIATUS).

ELLERY QUEEN - from WABD to 12 DuM sta plus 5 kine; Thu 9-9:30pm; with Lee Bowman in title role & Florenz Ames; SPONSOR - Kaiser-Frazer; AGENCY - William Weintraub; PACKAGER - N & I Pincus; DIRECTOR - Donald Richardson for Pincus; SCRIPT Ed - Eugene Burr; SCRIPTS - On Assgt; CASTING - Norman Pincus; COMM'LS PROD - Wm Weintraub Jr; DEBUT - Oct 1950; PRODUCTION - $7500; MAY MULTIPULSE - 16.1; (NO SUMMER HIATUS).

FRONT PAGE DETECTIVE - on WABD only; also in other spots with other sponsors (On Film) with Edmund Lowe in title role; SPONSOR - Guild Wine; AGENCY - Guild,Bascom&Bonfigli(Cal); PACKAGER-PRODUCER - Jerry Fairbanks(Hwood); DIRECTOR - Arnold Wester; SCRIPT EDITOR - Lou Lilly; SCRIPTS - Freelance; CASTING - Ken Pyson; MUSICAL DIRECTOR - Edward Paul; DEBUT - Mar 16, 1951; MAY MULTIPULSE - 10.7; (NO SUMMER HIATUS).

I COVER TIMES SQUARE - from WJZ-TV to 32 ABC sta plus 16 kine; Alt Sat 12:30-1pm; features reporter's coverage of big city adventures; Harold Huber is the reporter, as well as the PACKAGER-PRODUCER,etc; SPONSOR - Air-Wick; AGENCY-Weintraub; SUPERV - Ray Wagner, Wtb; DIRECTOR - Ted Post...for Huber; CASTING -Pat Walker at Wm Morris; DEBUT - Oct 1950; MAY TELEPULSE - 9.2; PRODUCTION - $6000; was weekly on Thurs until switched in April; (NO SUMMER HIATUS).

MAN AGAINST CRIME - from WCBS-TV to 24 CBS sta plus 15 kine; Fri 8:30-9pm; starring Ralph Bellamy with weekly guest star & other players; SPONSOR - Camel Cigarettes; AGENCY - Wm Esty; SUPERVISOR - Ed Montagne, Esty; PACKAGER - Frank Cooper Assoc; PRODUCER - Ed Montagne, Esty; DIRECTOR - Melville Burke, Esty; SCRIPTS - Lawrence Klee; CASTING - Briscoe & Goldsmith; MUSIC - Arlo plays organ; COMMERCIALS PROD - Tony Pan, Esty; DEBUT - Oct 7, 1949; MAY MULTIPULSE - 25.4; (NO SUMMER HIATUS - sponsor will kine several shows in order to allow vacations).

MARTIN KANE, PRIVATE EYE - from WNBT to 38 NBC sta plus 23 kine; Thurs 10-10:30pm; Wm Gargan plays title role supported by Walter Kinsella; SPONSOR - U. S. Tobacco (Model, Tweed, Old Briar); AGENCY - Kudner; SUPERVISOR - Bunny Coughlin, Kudner; PACKAGER - Kudner; PRODUCER-DIRECTOR - Frank Burns, Kudner; SCRIPTS - Kenny Kane & Don Sanford; CASTING - Mickey Alpert, Kudner; MUSICAL DIRECTOR - Charles Paul; COMMERCIALS PROD - Frank Burns; DEBUT - Sept 1949; MAY MULTIPULSE - 21.4; PRODUCTION - $9,500; (SUMMER HIATUS: Last show June 28 - Returns Aug 30 with Lloyd Nolan playing Martin Kane).

MR & MRS MYSTERY - on WOR-TV only; Fri 7:30-8pm; John & Barbara Gay are the permanent leads; SPONSOR - participating; PACKAGER-PRODUCER-DIRECTOR - Harvey Marlowe; SCRIPTS - John Gay; CASTING - Harvey Marlowe; (NO SUMMER HIATUS) DEBUT - Oct 1949; PRODUCTION - $800.

NOT FOR PUBLICATION - from WABD to 2 DuM sta; Tue & Fri 7:45-8pm; William Adler as reporter intros news dramas; SUSTAINING; PRODUCER - Roger Gerry, DuM; DIRECTOR - Dick Sandwick DuM; SCRIPT EDITOR - Charlie Mann DuM; SCRIPTS - Freelance, $100 for originals; CASTING - Eliz Mears DuM; DEBUT - Apr 24 1951; (NO SUMMER HIATUS).

THE PLAINCLOTHESMAN - from WABD to 8 DuMont sta plus 14 kine; Wed 9:30-10pm; features dramatic detective stories; SPONSOR - Consolidated Cigar (Harvester, Dutch Master); AGENCY - Erwin, Wasey; SUPERVISOR - Lynn Warren, E,W; PACKAGER - Transamerican; PRODUCER - John L. Clark, Trans; DUMONT SUPERVISOR - Chas Parsons; DIRECTOR - Wm Marceau, DuM; SCRIPTS - Gil Brown; CASTING - Sean Dillon, Trans; DEBUT - Oct 1949; MAY MULTIPULSE - 9.6; PRODUCTION - $5,500; (SUMMER HIATUS: Last show May 23 - Returns June 24 Sun 9:30-10pm; SPONSOR - Larus Bros for Edgeworth Pipe Tobacco; AGENCY- Warwick & Legler).

ROCKY KING, DETECTIVE - from WABD to 8 DuMont sta plus 11 kine; Sun 9-9:30pm; cast is headed by Roscoe Karns in title role, supported by Earl Hammond as Sgt Lane & Grace Carney as Mabel; SPONSOR - Emerson Drugs (Bromo-Seltzer); AGENCY - BBD&O; SUPERVISOR - Jim Beach BBD&O; PACKAGER-PRODUCER - Gerry Layton; DIRECTOR - Dick Sandwick DuM; SCRIPT EDITOR - Gerry Layton; SCRIPTS - Freelance originals, $250; CASTING - Eliz Mears DuM; MUSICAL DIRECTOR - Jack Ward; COMMERCIAL PROD - Jim Beach BBD&O; DEBUT - Jan 4 1950; MAY MULTIPULSE - 6.3; PRODUCTION - $5,000; (NO SUMMER HIATUS). Sponsor picked up show in April 1951.

TREASURY MEN IN ACTION - from WNBT to 11 NBC sta plus 8 kine; Thurs 8:30-9pm; features true stories from files of Treas Dept; SPONSOR - Bordens; AGENCY - Doherty, Clifford & Shenfield; SUPERVISOR - Chet MacCracken; PACKAGER - Bernard J. Prockter; PRODUCER - Everett Rosenthal; DIRECTOR - David Pressman, Prockter; SCRIPT EDITOR - Arnold Perl; SCRIPTS - Abe Ginnes & Max Ehrlich; CASTING - Jerome C. Robinson, Prockter; MUSICAL DIRECTOR - Jacques Press; NARRATOR - Walter Graaza; DEBUT-Sept'50 on ABC-TV for Chrysler; dropped in Jan & picked up by Borden's via NBC-TV in April '51; MAY MULTIPULSE - 13.9; (NO SUMMER HIATUS) PROD - $10,500.

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PRODUCTION FIGURES are all Ross Reports estimates; they are intended to represent the cost to the sponsor (exclusive of time). In many cases, the actual production may cost more or less - to the relayive profit or loss of the network or packager.

[illegible] CRISIS - From WCKS-TV to PM CBS sex plus 15 mins; Fri 8:30-9pm; starring [illegible] Hello Darling with really great stars & [illegible] pictures; PRODUCER - [illegible] Cigarettes; ACTRESS - Wm Burr; SUBMARINE - Bd Mornings, Betty; TAXIDRIVER - [illegible] Adam, PRODUCER - Dr Dickens, Eddy; DIRECTOR - Matilda Burns, Betty; [illegible] - Everyone Knew; CASTING - Tickets & Holidays; MUSIC - Arch Oboe organ; [illegible] Song - Tony Fast Guy; DUCK - Oct 7, 1944; NAT MONITORING - 25.4; (No [illegible] - sponsor will time movers alone in order to allow vacations).

[illegible] - From Wind to DA XMC sex plus 23 mins; Thurs 10-10:30pm; [illegible] Wm Morden (Dark Eyes) ably supported by Walter Winchell; [illegible] - Dr. G. Bohnke (Dahl); Trees; Old Stirm; ACTRESS - Rumor; [illegible] - [illegible] Comedian; MUSIC; INTERVIEW - Hedley; PRODUCER-DIRECTOR - Frank Burns, Mulvey; [illegible] - Sunny Time & Don Mulvey; CASTING - Hidden Alpert, Mulvey; MEDICAL DIRECTOR - Theatre Ind, CONTRACTS FOC - Fred Burns; DUCK - Sept 13th; NAT MONITORING - 24.4; PRODUCTION - 27.00; [illegible] SELECTION: Last week June 28 - Returns Aug 30 with Lloyd Nolan playing Perry Mason).

[illegible] - on WOR-TV only; Fri 7:30-8pm; John C Barbara Gay are the permanent Jerry; SCRIPT - partially [illegible]; PRODUCER-PRODUCER-DIRECTOR - [illegible] Heline; SERVICE - John Cox; CASTING - Harvey Lawlowe; (Ex [illegible] DIALOG) [illegible] - Oct 1949; PRODUCTION - $700.

[illegible] - Does Vaud to 7 Dec only; Tue & Fri 7:45-8pm; William Adler is [illegible] Jerry; MUSIC - Roger [illegible]; SCRIPT EDITOR - Charlie Man Tom; SCRIPTS - [illegible], $100 for [illegible]; CASTING - Bill Owens Dud; DUCK - Apr 14 1951; [illegible] DIALOG).

[illegible] - From WABC - Tuesday sex plus 15 mins; Wed 9:30-10pm; Tessa [illegible] Dance Trends in [illegible] studies; DIRECTOR - Consolidated Diger [illegible], Total [illegible]; Jerry - Berry, Vesey; [illegible] - Lynn Barron, E.W; [illegible] - Thursday [illegible]; [illegible] - Julia L. Clark, Trend; [illegible] Dance - [illegible]; Directors - Jn Mulvey, [illegible]; [illegible] - Oil Drum; CASTING - Sean Dillon, Trend; [illegible] - Oct 1949; [illegible] - $4; [illegible] - $4,500; (DANCE [illegible]; Last show Sep 24 - Returns Dec 24 Wed 9:30-10pm; SPONSOR - Lewis Bros for [illegible] Ship [illegible]; AGENCY - [illegible] & Ashley).

[illegible] - From WABC to 8 Hours Sun plus 11 mins; Mon 9-9:30pm; [illegible] is Guided by Dance Terms in [illegible] - [illegible], supported by [illegible] Tonight we Get Into a Dance Library on Point; SCRIPTS - Barbara Lange (Bronx-Saltzer); AGENCY - SPONSOR; DIRECTOR - [illegible] Mead Dodge; MACHINE-PRODUCER - Gerry Layton; [illegible] - Dude Carlton Lady; [illegible] SCRIPT EDITOR - Cherry Layton; SCRIPTS - Trevelyan [illegible], Kyn; CASTING - Bill Owen Lady; Musical DIRECTOR - Jack Weyl; PRODUCTION - [illegible] TWO - Jim Dwyer DUCK; Sept - Jan 4 1951; NAT MONITORING - 6.3; PRODUCTION - $7,000; (AC Nielsen DIARY). Sponsor pulled up shop in April 1951.

[illegible] - From WNAT to 21 JOC sex plus 8 mins; Thurs 6:30-7pm; Tessa [illegible] Dance Time stories from Films of Trans Dept; PRODUCER - Sam [illegible]; AGENCY - Ingerly, Clifford & Chenfield; SUPERVISOR - Dwt Mackenzie; PRODUCER - [illegible] 1, Irvcelly; DIRECTOR - Bassett Rosenthal; DIRECTOR - David Freeman, [illegible]; WRITT EDITOR - Dimmis Lerl; CASTING - Ms Gleason & Ms Knolton; CASTING - [illegible] C. Sunbeam, Hartford; [illegible] - Jerome Fraser; MUSICIAN - Walter [illegible] - [illegible] on CBC-TV [illegible]; [illegible] - [illegible] on by [illegible] in [illegible] TV [illegible] - [illegible]; (Jo Ann [illegible] DIALOG). TWO - $14,000.

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PRODUCTION FIGURES are all from Program directors; they are included to [illegible] the cost to the sponsor (including or not). In many cases, the actual production may [illegible] or less - to the analysts profit or loss of the networks or publishers.

THE ALDRICH FAMILY - from WNBT to 27 NBC sta; Sun 7:30-8pm; Regular cast includes Jack Kelk, House Jameson, Lois Wilson, Mary Malone & Richard Tyler; SPONSOR - General Foods (Jell-O); AGENCY - Young & Rubicam; SUPERVISOR - Joe Scibetta Y&R; PACKAGER - Wm. Morris; PRODUCERS - Joe Scibetta & Lester Vail of Wm Morris; DIRECTOR - Lester Vail at Morris; SCRIPT EDITOR - Clifford Goldsmith; SCRIPTS - Norman Tokar & Ed Jurist; COMMERCIALS PROD - Allen Potter; DEBUT - October 1949; MAY MULTIPULSE - 17.4; (SUMMER HIATUS: Last show June 24 - Returns Fri, Sept 7, 9:30-10pm in NBC spot now occupied by Henry Morgan Show; SPONSOR - Campbell Soups; AGENCY - Ward Wheelock).

BEULAH - from WJZ-TV to ABC net (on film); Tues 7:30-8pm; Regular cast includes Ethel Waters, Butterfly McQueen, Bud Harris, William Post, Jr., Ginger Jones & Clifford Sales; SPONSOR - Procter & Gamble (Dreft & Oxydol); AGENCY - Dancer-Fitzgerald-Sample; PRODUCER - Pictorial Productions Inc; DIRECTOR - Jean Yarborough; SCRIPTS - Harry Clark & James Hill; MAY MULTIPULSE - 12.0; PROD-$12,5000; DEB-Oct '50

BURNS & ALLEN - from CBS-TV (H'wood) via kine to CBS net; Alt Thurs 8-8:30pm; SPONSOR - Carnation Milk; AGENCY - Erwin,Wasey; SUPERVISOR - Robt Redd E,W (H'wood); PRODUCER-DIRECTOR - Ralph Levy, CBS; DEB-Oct'50; PROD-$20,000

THE GOLDBERGS - from WCBS-TV to 19 CBS sta plus 4 kine; Mon 9:30-10pm; Stars Gertrude Berg, with Philip Loeb, Arlene McQuade, Eli Mintz & Larry Robinson permanent cast; SPONSOR - General Foods (Sanka); AGENCY - Young & Rubicam; SUPERVISOR - Ed Duerr Y&R; PRODUCER - Worthington Miner; DIRECTOR - Walter Hart; CASTING & SCRIPT - Gertrude Berg; DEBUT - Jan 1949; MAY MULTIPULSE - 25.3; (SUMMER HIATUS: Show dropped by sponsor - last show June 18).

LEAVE IT TO PAPA - on WPIX only; Thurs 7:30-8pm; Perm cast includes Wm Edmunds, Carlotta Sherwood, Augusta Cioli, Richard Seff, Aristide Segismondi & Ada Ruggeri; SPONSOR - Ronzoni; AGENCY - Emil Mogul; PACKAGER-PRODUCER - Nicholas Consentino, WPIX; SCRIPT & CASTING - Consentino; DIRECTOR - Al Hartigan; COMM PROD-Ely Landau, Mogul; DEBUT - June 27, 1950; (SUMMER HIATUS: Last show June 21 - Returns Sept).

MAMA - from WCBS-TV to full CBS-TV net; Friday 8-8:30pm; Perm cast stars Peggy Wood & Judson Laire, Rosemary Rice, Ruth Gates; SPONSOR - General Foods (Maxwell House Coffee); AGENCY - Benton & Bowles; SUPERVISOR - Ralph Butler B&B; PACKAGER-PRODUCER - Carol Irwin; DIRECTOR - Ralph Nelson CBS; SCRIPTS - Frank Gabrielson; CASTING - Doris Quinlan, Irwin; MUSICAL DIRECTOR - Billy Nalle; COMMERCIALS PRODUCER - Ralph Butler B&B; DEBUT - July 1 1949; MAY MULTIPULSE - 25.8; PRODUCTION - $9,000; (SUMMER HIATUS: Last show July 27 - Returns Sept 7).

ONE MAN'S FAMILY - from WNBT to 31 NBC sta plus 32 kine; Sat 7:30-8pm; Bert Lytell & Marjorie Gateson head cast; SPONSOR - Sweetheart Soap; AGENCY - Duane Jones; SUPERVISOR - Walter Ware, D J; PACKAGER-EXEC PROD - Carlton E. Morse; PRODUCER - Richard Clemmer; DIRECTOR - Edgar Kahn; SCRIPTS - Carlton Morse; CASTING - Clemmer NBC; COMMERCIALS PROD - Walter Ware, D J; DEBUT - Nov 4 1949; MAY MULTIPULSE - 16.3; PRODUCTION - $9,000; (NO SUMMER HIATUS).

THE RUGGLES - from KECA (H'wood) to ABC net; Wed 8-8:30pm; DEBUT - November 1949; MAY MULTIPULSE - 6.8; PRODUCER-R. Raisbeck; DIRECTOR - Geo Cahan; SUST'G

STU ERWIN SHOW - (on film) WJZ-TV to ABC Net; Sat 7:30-8pm in NYC; with Stu Erwin, (No Hiatus) June Collyer, Ann Todd & Sheila James; SPONSOR - General Mills(Gold Medal Flour,Wheaties); AGCY - D-F-Sample; DEBUT-Sept'50; Roland Reed Films; PULSE-10.4

STUDS' PLACE - from WENR-TV Chi; to WJZ-TV Fri 10:30-11pm & ABC-TV net Sat 5:30-6pm; with Studs Terkel, Chet Strobie, Bev Younger; MAY MULTIPULSE - 4.0. Was NBC in '50, dropped & switched to ABC in winter '50-51.

TWO GIRLS NAMED SMITH - from WJZ-TV to 31 ABC-TV sta plus 20 kine; Sat 12-12:30pm; with Peggy Ann Garner, Peggy French & Joseph Buloff; SPONSOR B.T.Babbitt (Labo & Swerl); AGENCY - Weintraub; PACKAGER-PRODUCER - Richard Lewis; DIRECTOR - Charles Dubin, ABC; SCRIPTS - Peter Barry & Richard Lewis; CASTING - Miss Whitt Wales; MAY MULTIPULSE - 7.0; (NO SUMMER HIATUS); DEBUT - Jan 1951; PROD-$7500

SERIALS & MULTI-WEEKLY

CAPTAIN VIDEO - from WABD to 12 DuMont sta plus 11 kine; Mon thru Fri 7-7:30pm; Al Hodge & Don Hastings head cast; SPONSOR - General Foods (Post Cereal AGENCY - Benton & Bowles; SUPERVISOR - Tom McDermott B&B; PACKAGER - DuMont; PROD - Olga Druce B&B; DIRECTOR - Oliver Barbour B&B; SCRIPTS - M. C. Brock; CASTING -Eliz Mears DuM; COMMERCIALS PROD - Oliver Barbour B&B; DEBUT - June 1949; MAY MULTIPULSE - 9.6; PRODUCTION - $6,000; (NO SUMMER HIATUS).

THE FIRST HUNDRED YEARS - from WCBS-TV to 22 CBS sta plus 12 kine; Mon thru Fri 2:30-2:45pm; Cast includes Robert Armstrong, Nana Bryant, Jimmy Lydon, Olive Stacey, Valerie Cossart & Dan Tobin; SPONSOR - Procter & Gamble (Tide); AGENCY - Benton & Bowles; SUPERVISOR - Murray Bolen B&B; PACKAGER - B&B; EXEC PROD-M. Bolen B&B; DIRECTOR - Everett Gammon B&B; SCRIPT EDITOR - Tom McDermott B&B; SCRIPTS - Jean Holloway; CASTING - Catherine De Carlo B&B; MUSICAL DIRECTOR - Clarke Morgan; COMMERCIALS PROD - Murray Bolen B&B; ANNOUNCER - Casey Allen; DEBUT - Dec 4 1950; MAY MULTIPULSE - 4.4; PRODUCTION - $11,500; (NO SUMMER HIATUS).

THE FLYING TIGERS - from WABD to 14 DuMont sta plus 8 kine; Sat 6:30-7pm; Perm cast-Ed Peck, Harry Kingston; SPONSOR - Walter H. Johnson Candy Co; AGENCY - Franklin Bruck; SUPERVISOR - Stan Lee, Bruck; PACKAGER - Brock Video Prods; PRODUCER - Gen Genovese; DIRECTOR - Steve Previn; FILM EDITOR & CASTING -G.Genovese; COMMERCIALS PROD - Bruck Agcy staff; DEBUT - April 7 1951; MAY MULTIPULSE - 8.2; (SUMMER STATUS: Last show May 25 - Return indefinite). PRODUCTION - $4500.

HAWKINS FALLS, POP. 6200 - from WNBQ (Chi) to 23 NBC sta plus 1 kine; Mon thru Fri 5-5:15pm; Cast includes Bernadine Flynn, Phil Lore, Hope Summers, Norm Gottschalk, Butles Manville & Jean Mowry; SPONSOR - Lever Br(Surf); AGENCY - N.W.Ayer; PRODUCER - Ben Park, WNBQ - SCRIPTS - Doug Johnson; DEBUT - April 1951; MAY MULTIPULSE - 6.1; PRODUCTION - $10,250 (NO SUMMER HIATUS).

SPACE CADET - from WJZ-TV to 18 ABC sta plus 11 kine; Mon Wed Fri 6:30-6:45pm; Perm cast; SPONSOR - Kellogg's; AGENCY - Kenyon & Eckhardt; SUPERVISOR - Elliot Saunders K&E; PACKAGER - Rockhill Prods; PRODUCER - Allen Ducovny, Rockhill; DIRECTOR - George Gould, Rockhill; SCRIPT EDITOR - Albert Aley; SCRIPTS - Willy Gilbert, Jack Weinstock; CASTING - Allen Ducovny, Rockhill; WITH - Frankie Thomas, Jan Merlin, Al Markim, Marge Garland, others; DEBUT - Oct 1950; MAY MULTIPULSE - 7.8; PRODUCTION - $5,000; (NO SUMMER HIATUS); moved from CBS in January.

SPACE PATROL - kine at KECA-TV Hwood; on WJZ-TV & 32 ABC Sta; in NY Sat 6-6:30pm; cast includes Ed Kemmer, Lyn Osborn, Virginia Hewitt & Nina Bara; SPONSOR - Ralston Purina(June'51); AGENCY - Gardner (St. Louis); PRODUCER - Mike Mosser; DIR - Dol Darley; SCRIPT - Norman Jolley; DEBUT - KECA in 1949; MAY MULTIPULSE - 6.0.

MISS SUSAN - from WPTZ-TV (Phila) to 29 NBC sta plus 7 kine; Mon thru Fri 3-3:15pm; Susan Peters stars with Mark Roberts; SPONSOR - Colgate for Fab; AGENCY-Wm Esty; SUPERVISOR - Max Wiley, Esty; PACKAGER - Ted Ashley Assoc; PRODUCER-DIR - Kenneth Buckridge, Esty; SCRIPTS - Norman Lessing & Ellis Marcus; CASTING - Ashley; DEBUT - Mar 12 1951; MAY MULTIPULSE - 3.5; PRODUCTION - approx $12,500.

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Ratings are the Multi-market averages of Pulse. Best comparisons can be drawn within the same rating service, rather than with ratings made by other services who use different methods.

THE ALAN YOUNG SHOW - kine at KTTV Hwood; from WCBS-TV to 9 CBS sta; Thurs 9-9:30pm; SPONSOR - Esso; AGENCY - Marschalk & Pratt; also 14 sta in the midwest; SPONSOR - Kroger Food Stores; AGENCY - Ralph Jones; situation comedy starring Alan Young with supporting variety performers; PACKAGER - CBS Hwood; PROD - Ralph Levy CBS; DIR - Alan Dinehart CBS; SCRIPTS - Alan Young, Dave Schwartz, Leo Solomon, CASTING - Anne Nelson CBS; MUSIC - Lud Gluskin Orch; DEBUT - Apr 1950; MAY MULTIPULSE - 19.3; PROD - $15,000; (SUMMER HIATUS: Last show July 12 - Returns Sept 6).

ARTHUR MURRAY SHOW - from WJZ-TV to 7 ABC sta plus 20 kine; Mon 9-9:30pm; features Mrs Arthur Murray, Murray Dancers & variety guests; SPONSOR - Murray Studios; AGCY - Ruthrauff & Ryan; PROD-SCRIPTS-CASTING - Victor McLeod; DIR-Joe Cavalier; MUSIC - Emil Coleman Orch; MAY MULTIPULSE - 7.3; (NO SUMMER HIATUS).

BROADWAY OPEN HOUSE - from WNBT to 30 NBC sta plus 13 kine; Mon thru Fri 11pm-12mid; SPONSOR - Anchor-Hocking; AGCY - Weintraub; SUPER - Paul Monroe

Jerry Lester MC Tues, Thurs, Fri with Dagmar, Ray Malone, Milton DeLugg quintet; PROD-CASTING - Hal Friedman; DIR - Jac Hein; SCRIPTS - Tues: Lou Meltzer, Thurs: Doc & Danny Simon, Fri: Art Stark & George Freems; MAY MULTIPULSE - 6.6; DEBUT - May '50;

Gabe Dell & Norm Abbott, comics, Richard Hayes, singer, Helen Wood, dancer & the Kirby Stone Quintet appeared Mon & Wed; PROD - Ray Buffum NBC; DIR - Jac Hein; CASTING - Mary Kelly; SCRIPTS - Stan Burns & Herbert Sargent; MAY MULTIPULSE - 5.7; (SUMMER HIATUS: Last Lester show May 25 - Jack E. Leonard becomes MC on Tue & Fri with guest singer MC on Thurs with Dagmar, Ray Malone & Kirby Stone Quintet; Mon & Wed "Seven at Eleven" with George DeWitt, Sid Gould, Denise Lor, Milton DeLugg Quintet, Herbie Faye & Jane Scott; PROD-CASTING - Hal Friedman; DIR - Dick Schneider; SCRIPTS - Lou Meltzer, Ralph Goodman, Joe Ergas.

CAVALCADE OF STARS - from WABD to 14 DuMont sta plus 9 kine; Fri 10-11pm; Jack Gleason MC with June Taylor dancers & variety guests; SPONSOR - Drugstore TV Prods; AGCY - Product Advertising; SUPERV-PROD - Milton Douglas PA; DIR - Frank Bunetta DuM; SCRIPTS - Coleman Jacoby & Arnie Rosen; CASTING - Ben Piermont PA; MUSIC - Sam Spear Orch; DEBUT - June 1949; MAY MULTIPULSE - 15.5; COMMERCIALS - Sponsored by drug chains in 23 cities; 4 film spots on rotating basis for 8 products; rotate between "Stars" and "Cavalcade of Bands"; PROD - $10,500; (NO SUMMER HIATUS).

COMEDY HOUR - from WNBT to 39 NBC sta plus 16 kine; Sun 8-9pm; SUPERV - Sam Fuller NBC; ASSOC PROD - Robert B. Masson NBC; TV DIR - Kingman Moore NBC; COMM DIR - Richard Schneider NBC; One shots by Tony Martin, Fred Allen & Jerry Lester.

MARTIN & LEWIS SHOW; SPONSOR - Colgate-Palmolive-Peet (for Ajax, Halo, Colgate Dental Cream, Palmolive Soap); AGCY - Sherman & Marquette & Ted Bates; PROD-DIR - Ernest Glucksman NBC; MUSIC - Dick Stabile Orch; SCRIPTS - Ed Simmons & Norman Lear;

EDDIE CANTOR SHOW; SPONSOR - Colgate; AGCY - S&M & Bates; PROD-DIR - Manning Ostroff at Wm Morris; MUSIC - Al Goodman Orch; SCRIPTS -Vince Bogert & John Rapp;

PHIL SILVERS SHOW; SPONSOR - Colgate; AGCY - S&M & Bates; PROD-DIR - Ernest Glucksman NBC; MUSIC - Goodman or Stabile Orch;

BEA LILLIE SHOW; SPONSOR - Frigidaire; AGCY - Foote, Cone & Belding; PROD-DIR - Edward Duryea Dowling; MUSIC - Goodman or Stabile Orch;

BOBBY CLARK SHOW; SPONSOR - Frigidaire; AGCY - FC&B; PROD-DIR - Mike Todd; MUSIC - Goodman or Stabile Orch;

BOB HOPE SHOW; SPONSOR - Frigidaire; AGCY - FC&B; PROD-DIR - Danny Dare NBC; MUSIC - Goodman or Stabile Orch; DEBUT of "Comedy Hour" Sept 1950; MAY MULTIPULSE - 29.4; PRODUCTION - $45,000; (SUMMER HIATUS: Last show June 24 - returns Sept).

DON McNEILL TV CLUB - from WENR-TV Chi to 17 ABC sta plus 18 kine; Wed 9-9:30pm; Don McNeill stars & Patsy Lee, Johnny Desmond, Sam Cowling, Ed Ballantine & Orch; Fran Allison alt weeks; guest star alt weeks; SPONSOR - Philco; AGCY - Hutchins; SUPERV - Cliff Petersen WENR-TV; PKGR - D. McNeill; PROD - Leonard T. Holton WENR-TV; DIR - Grover J. Allen; ANNCR - Bob "Ace" Murphy; DEBUT - Sept '50 MAY MULTIPULSE - 12.5; PROD - $18,500; (SUMMER HIATUS: Last show June 20-Return indef).

FORD FESTIVAL - from WNBT to 30 NBC sta plus 17 kine; Thurs 9-10pm; James Melton, singing MC & David Broekman Orch & chorus, Robt Sidney choreo, variety guests; SPONSOR - Ford Dealers; AGCY - J Walter Thompson; SUPERV - Jas Licthman JWT; PKGR - J Melton; PROD-DIR - Chas Friedman; SCRIPTS - Gordon Auchincloss, Forrest Barnes, Lewis Allen, Howard Merrill, Victor McLeond, Don Prindle; CASTING - Lawrence Evans & Charles Wic; DEBUT - April 1951; MAY MULTIPULSE - 16.8; PROD - $50,000; (NO SUMMER HIATUS).

FOUR STAR REVUE - from WNBT to 27 NBC sta plus 24 kine; Wed 8-9pm; SPONSORS - Norge, Motorola & Pet Milk; AGCY - J. Walter Thompson (Norge), Gardner (Pet Milk), Ruthrauff & Ryan (Motorola); PROD-SUPERV - P Barnum NBC;

JIMMY DURANTE SHOW; PROD-DIR - Joe Santley NBC; SCRIPTS - Charlie Isaacs, Jack Elinson, Jack Barnett; CASTING - Hal Kemp at Wm Morris; MUSIC - Roy Bargy Orch;

ED WYNN SHOW - PROD-DIR - Joe Santley NBC; SCRIPTS - Bob Schiller, Bud Pearson Dick McKnight; CASTING - Hal Kemp at Morris; MUSIC - Merle Kendrick Orch;

DANNY THOMAS SHOW - PROD-DIR - Leo Morgan at Morris; SCRIPTS - Bob Schiller, Phil Sharp, Aaron Rubin; CASTING - Hal Kemp at Morris; MUSIC - Lou Bring Orch;

JACK CARSON SHOW - PROD-DIR - Coby Ruskin MCA; SCRIPTS - Nat Heiken & Murray Davis; CASTING - Jerry Katz MCA; MUSIC - Dean Elliot Orch; DEBUT of "Four Star Revue" - Oct 1950; MAY MULTIPULSE - 17.8; PROD - $45,000; (SUMMER HIATUS: Last show July 18 - Return indefinite).

FRANK SINATRA SHOW - from WCBS-TV to 20 CBS sta plus 29 kine; Sat 9-10pm; Sinatra stars with June Hutton, variety guests; SPONSOR - Bulova (½hr); AGCY - Biow; SUPERV - Terence Clyne at Biow; PROD-DIR - Jack Donahue CBS; SCRIPTS - Al Schwartz, Hugh Wedlock, Paul Dudley, Howard Snyder; CASTING - Archer King CBS; MUSIC - Axel Stordahl Orch; DEBUT - Oct 1950; MAY MULTIPULSE - 18.4; PROD -$25,000; (SUMMER HIATUS: Last show June 9 - Return indefinite).

GARROWAY AT LARGE - from WNBQ-TV Chi to 32 NBC sta plus 25 kine; Sun 10-10:30pm; Dave Garroway MC plus Cliff Norton, Bette Chapel, Connie Russell, Jack Haskell and Russell & Aura; SPONSOR - Congoleum Nairn; AGCY - McCann-Erickson; SUPERV - Robt Brewster McC-E Chi; PROD - Ted Mills WNBQ-TV; DIR - Bill Hobin; SCRIPTS - Chas Andrews; DEBUT - Apr 1949; MAY MULTIPULSE - 18.1; PROD - $10,000; (SUMMER HIATUS: Last show for present sponsor June 24 - returns in Fall for Armour).

GODFREY & FRIENDS - from WCBS-TV to 15 CBS sta plus 28 kine; Wed 8-9pm; Arthur Godfrey MC plus Janette Davis, Haleloke, Marion Marlowe, Frank Parker, the Mariners & Chordettes; SPONSORS - Pillsbury & Toni alt ½hr, Chesterfield other ½hr; AGENCIES - Burnett (Pillsbury), Foote, Cone & Belding (Toni), Cunningham & Walsh (Chesterfields); PKGR - Godfrey; PROD - Jack Carney CBS; DIR - Bob Bleyer CBS; SCRIPTS - Andy Rooney, Chuck Horner, Hank Miles, Charlie Slocum, Al Moritz; CASTING - Larry Puck CBS; MUSIC - Archie Bleyer Orch; ANNCR - Tony Marvin; DEBUT - Jan 1949; MAY MULTIPULSE - 29.0; PROD - $15,000; (SUMMER HIATUS: Show continues with guest MCs substituting for Godfrey).

HENRY MORGAN SHOW - from WNBT to 20 NBC sta plus 13 kine; Fri 9:30-10pm; Henry Morgan stars with Kay Ballard, Dorothy Claire, Dorothy Jarnac, Art Carney & Arnold Stang; SPONSOR - Campbell's Soups; AGENCY - Ward Wheelock; SUPERV - Russ Johnston, Mike Levin WW; PROD - Mort Offner at Morris; DIR - Dick Schneider NBC SCRIPTS - Joe Stein & Will Glickman; MUSIC - Bernie Green Orch; DEBUT - Jan 1951; MAY MULTIPULSE - 14.5; PROD - $10,000; (SUMMER HIATUS: Sponsor dropped show June 1 - retains time slot & returns with "Aldrich Family" Sept 7).

HOLIDAY HOTEL - from WJZ-TV to 9 ABC sta plus 32 kine; Thurs 9-9:30pm; Don Ameche MC with Betty Brewer, Joshua Shelley, Florence Halop & guests; SPONSOR - Packard Motors & Arrow Shirts alt weekly; AGCY - Young & Rubicam; SUPERV - Felix Jackson Y&R; PKGR-PROD - Monte Proser; DIR - James Sheldon Y&R; SCRIPTS - Irvin Graham (special music & lyrics); MUSIC - Bernie Green Orch; DEBUT - March 1950 MAY MULTIPULSE - 11.5; PRODUCTION - $12,500; (NO SUMMER HIATUS).

JACK BENNY SHOW - from WCBS-TV to 33 CBS sta plus 19 kine; 4 Sun per year 7:30-8pm; Benny & guests; SPONSOR - Amer Tobacco (Lucky Strike); AGENCY - BBD&O; SUPER-PROD - Hilliard Marks BBD&O; DIR - Richard Linkroum CBS; SCRIPTS - Sam Perkin, Milt Josefsberg, George Balzek, John Tackaberry; COMM PROD - Hugh Rogers BBDO DEBUT - Oct 1950; APRIL MULTIPULSE - 29.7; PROD - $30,000.

THE JACK CARTER SHOW - from WNBT to 26 NBC sta plus 3 kine 1st ½ hr; 27 sta plus 5 kine 2nd ½ hr; Sat 8-9pm; SPONSORS - Lehn & Fink (Hines Honey & Almond Cream, Etiquette Deodorant, Lysol) - ¼hr, Eversharp - ¼hr, Camel Cigarettes - ½hr; AGENCIES - McCann-Erickson (Hines, Etiquette), Lennen & Mitchell (Lysol), Biow (Eversharp), Wm. Esty (Camels); Jack Carter stars as MC with Donald Richards and variety guests; Peter Birch choreo; SUPER & EXEC PROD - George McGarrett NBC; PROD - Ernest Glucksman NBC; DIR - Doug Rodgers NBC; SCRIPTS - Larry Klein, Marvin Mark, Ben Starr, Walter Stone; CASTING - Sam Fisher & Bob Henry NBC; MUSIC - Harry Sosnik orch; DEBUT - Feb 1950; MAY MULTIPULSE - 20.4; PROD - $30,000; (SUMMER HIATUS: Last show June 2 - Return indefinite).

KEN MURRAY SHOW - from WCBS-TV to 22 CBS sta plus 29 kine; Sat 8-9pm; Ken Murray MC with Darla Hood, The Enchanters, the Glamourlovlies & guest stars; SPONSOR - Budweiser; AGENCY - D'Arcy; SUPER - Marek Windheim, D'Arcy; PROD - Ken Murray; ASSOC PROD - Ben Brady; DIR - Herbert Sussan CBS; SCRIPTS - Jean Holloway, Seaman Jacobs, Royal Foster; DEBUT - Jan 1950; MAY MULTIPULSE - 22.3; PRODUCTION - $30,000; (SUMMER HIATUS: Last show June 2 - Returns Sept 8). MUSIC - David Broekman.

THE SAM LEVENSON SHOW - from WCBS-TV to 19 CBS sta plus 15 kine (approx); Sat 7-8pm; Sam Levenson MC; SPONSOR - Bymart (Tintair); AGENCY - Cecil & Presbrey; SUPER - Joseph D. Lamneck C&P; PROD - Irving Mansfield CBS; DIR - Byron Paul CBS; SCRIPTS - Joe Stein & Aaron Rubin; MUSIC - Henry Sylvern orch; ANNCR -Geo Byron; DEBUT - Jan 1951; MAY MULTIPULSE - 13.7; (NO SUMMER HIATUS - Sam Levenson goes on vacation July 7, guests will substitute). Oldsmobile sponsored until May.

SHOWTIME, USA - from WJZ-TV to 12 ABC sta plus 35 kine; Sun 7:30-8pm; Vinton Freedley MC with guest stars from Bway plays etc; SPONSOR - Dodge Dealers; AGENCY - Ruthrauff & Ryan; SUPER - Winston O'Keefe R&R; PKGR - Teichmann & Kroll ANTA; PROD - Vinton Freedley ANTA; ASSOC PROD-DIRECTOR-WRITER - Howard Teichmann; CASTING - Evelyn Peirce ANTA; MUSIC - Nathan Kroll; COMM PROD - Stan Wood R&R; DEBUT - Oct 1950; MAY MULTIPULSE - 10.5; PROD - $15,000; (SUMMER HIATUS: Show dropped by Dodge June 2 - status of show pending).

STAR OF THE FAMILY - from WCBS-TV to 19 CBS sta plus 35 kine; Fri 10-10:30pm; Morton Downey MC with variety guests; SPONSOR - Nash-Kelvinator; AGENCY - Geyer, Newell & Ganger; SUPER-COMM PROD - Bob Simpson GNG; PROD-DIR - Norman Frank; SCRIPTS - Ted Adams; CASTING - Jack Green MCA; MUSIC - Carmen Mastern orch; DEBUT - Sept 1950; MAY MULTIPULSE - 11.3; PROD - $12,500; (SUMMER HIATUS: Last show June 15 - Title of show returns July 29 (Sun 6:30-7pm CBS) for Ronson; AGENCY - Grey; Stars Mary Healy & Peter Lind Hayes & young variety talent;

STOP THE MUSIC - from WJZ-TV to 32 ABC sta plus 22 kine; Thurs 8-9pm; Bert Parks MC, with Betty Ann Grove, Marion Morgan, Jimmy Blaine; SPONSORS - Admiral & Old Gold; AGENCIES - Erwin, Wasey (Admiral) & Lennen & Mitchell (Old Gold); SUPER & COMM PROD - Pete Finney EW & Nick Keeseley L&M; PKGR - Louis G. Cowan; PROD-DIR-CASTING - Sherman Marks at Cowan; SCRIPTS - Paul Harrison & Berni Gould; MUSIC -Harry Salter orch: DEBUT - May 1949; MAY MULTIPULSE - 20.7; PROD - $12,500; (NO SUMMER HIATUS).

An Alphabetical Index to all programs is included at the rear of the issue.

Programs included in this issue were on TV during May....and the status of this report is as of Mid-May....however, hiatus data is included, as well as June futures.

TED MACK FAMILY HOUR - from WJZ-TV to 14 ABC sta plus 10 kine; Sun 6-7pm; Ted Mack MC & amateur & professional variety acts; SPONSORS - C.A. Swanson & General Mills (Kix) alt weeks (last ½ hr only which is simulcast); AGENCY - Tatham Laird (both); SUPER-COMM PROD - George Bolas, TL; PKGR - Reemack; PROD-DIR-CASTING - Major Bowes Staff; DEBUT - Jan 1951; MAY MULTIPULSE - 8.2; PROD - $15,000 (NO SUMMER HIATUS).

TEXACO STAR THEATER - from WNBT to 47 NBC sta plus 14 kine; Tues 8-9pm; Milton Berle stars with variety guests; SPONSOR - Texaco; AGENCY - Kudner; SUPER-COMM PROD - Bill Templeton at Kudner; PROD-DIR - Arthur Knorr; STAGER - M.Berl SCRIPTS - Bernard Arnold, Jay Burton, Heywood Kling, Hal Collins, Robert Gordon; CASTING - Mickey Alpert at Kudner & Leo Morgan at Wm Morris; MUSIC - Allen Roth orch; DEBUT - June 1948; MAY MULTIPULSE - 45.2; PROD - $40,000; (SUMMER HIATUS: Last show June 19 - Returns Sept 11).

THIS IS SHOW BUSINESS - from WCBS-TV to 33 CBS sta plus 19 kine; Sun 7:30-8pm; MC is Clifton Fadiman with George S.Kaufman & Abe Burrows regular members of panel plus 1 guest plus performing guests; SPONSOR - Amer Tobacco (Lucky Strike); AGENCY - BBD&O; SUPER-COMM PROD - Ted Fetter & Dan Lounsbery BBD&O; PKGR-PROD-CASTING - Irving Mansfield CBS; DIR - Byron Paul; MUSIC - Henry Sylvern orch; DEBUT - May 1949; MAY MULTIPULSE - 18.4; PROD - $12,500; (SUMMER HIATUS: Last show July 8 - Returns Sept 9).

TOAST OF THE TOWN - from WCBS-TV to 21 CBS sta plus 17 kine; Sun 8-9pm; Ed Sullivan MC with variety guests; SPONSOR - Lincoln-Mercury; AGENCY - Kenyon & Eckhardt; SUPER-COMM PROD - Bruce Dodge K&E; PROD - Marlo Lewis CBS; DIR-CHOREO - John Wray CBS; CASTING - Ed Sullivan CBS; MUSIC - Ray Bloch orch; DEBUT - Sept 1948; MAY MULTIPULSE - 29.2; PROD - $17,500; (NO SUMMER HIATUS).

VICTOR BORGE SHOW - from WNBT to 11 NBC sta plus 17 kine; Sat 7-7:30pm; Victor Borge stars with variety guests; SPONSOR - Kellogg's; AGENCY - Kenyon & Eckhardt; SUPER-PROD - Bruce Dodge K&E; DIR - Franklin Schaffner K&E; SCRIPTS - Robert Quigley, Eddie Lawrence, Max Wilk, Victor Borge; CASTING - Sylvan Taplinger KE, MUSIC - Phil Ingalls orch; DEBUT - Feb 1951; MAY MULTIPULSE - 8.6; (SUMMER HIATUS: Last show July 1 - Returns Sept 1, sponsor fills with kines of "Space Cadet").

YOUR SATURDAY NIGHT DATE - on WPIX only; Sat 11:15-11:30pm approx; Gail Meredith, Bill Harrington & The Cavaliers; SPONSOR - Clara Lane; AGENCY - William Warren, Jackson & Delaney; SUPER - Stevens P. Jackson; PROD - Warren Wade WPIX; DIR-MUSIC - Lou Florence WPIX; CASTING - Jack Bucholtz; COMM PROD - Conrad W. Mikorenda; DEBUT - March 1950; PROD - $600; (SUMMER HIATUS: Show dropped May 12 1951).

YOUR SHOW OF SHOWS - from WNBT to 40 NBC sta plus 14 kine; Sat 9-10:30pm; Stars Sid Caesar & Imogene Coca with weekly guest star MC & Carl Reiner, Judy Johnson, Bill Hayes, Jack Russell, Wally Seibert, Billy Williams Quartet, Fisher & Ross, Earl Redding & Hamilton Trio; Choreo by Jas Starbuck; SPONSORS - Crosley:Benson & Bowles, S.O.S: McCann-Erickson, Scotch Tape: BBD&O, Benrus: J.D.Tarcher, Swift (Pard, Swift's Premium Ham & Bacon, Allsweet Margarine): J. Walter Thompson; SUPER - George McGarrett & Hal Janis NBC; PROD-DIR - Max Liebman; SCRIPTS - Mel Tolkin, Lucille Kallen, Mel Brooks, Max Liebman, Sid Caesar; CASTING - Jess Kimmel at Liebman & Harry Kalcheim at Wm Morris; MUSIC - Charles Sanford orch; DEBUT - Feb 1950; MAY MULTIPULSE - 32.5; PROD - $40,000; (SUMMER HIATUS: Last show June 2 - Returns Sept).

MUSICAL PROGRAMS

ANDY & DELLA RUSSELL - from WJZ-TV to 2 ABC sta plus 3 kine; Mon thru Fri 7-7:05pm; Stars Andy & Della Russell, Mort Lippman at piano; SPONSOR - Cook's Champagne; AGCY - Biow; SUPER-PROD - Si Merrill Biow; PROD-SCRIPTS - N.Zeno MCA; DIR - Babette Henry; DEBUT - Dec '50; MAY MULTIPULSE - 4.2; (SUMMER HIATUS: Last show June 15 - Return indef).

AT HOME SHOW - from WCBS-TV to 13 CBS sta plus 16 kine; Mon 11-11:15pm; Stars Earl Wrightson with Norman Paris & guest girl singer; SPONSOR - Masland Carpets; AGENCY - Anderson & Cairns; SUPER - Vic Seydel A&C; PROD-DIR - Franklin Heller CBS; SCRIPTS - Bob Bach; CASTING - Florence Friedman CBS; DEBUT - Sept 1949; MAY MULTIPULSE - 7.9; PROD - $2500; (SUMMER HIATUS: Last show June 4 - Return indef).

BOB HOWARD SHOW - on WOR-TV only; Mon thru Fri 7:15-7:30pm; Stars Bob Howard; SPONSOR - Participations; PKGR - Edward Riley; PROD - Wayne Wirth; DIR - Jim Jacober; DEBUT - Feb 1951; PROD - $1750 wk; (NO SUMMER HIATUS).

CAVALCADE OF BANDS - from WABD to 14 DuMont sta plus 10 kine; Tues 9-10pm; Buddy Rogers MC, features name bands & variety acts; SPONSOR - Drugstore TV Prods; AGCY-PKGR - Product Advertising; SUPER - Ed Kletter; PROD-CASTING - Milton Douglas PAC; DIR - Frank Bunetta DuM; SCRIPTS - Joe Cates; DEBUT - Feb 1950; MAY MULTIPULSE - 10.6; COMMERCIALS - sponsored by drug chains in 24 cities; local cut-ins at open, middle & close; 4 film spots on a rotating basis for 8 products; rotate between "Stars" & "Bands"; PROD - $10,000; (NO SUMMER HIATUS).

CHARM TIME - on WOR-TV only; Sun 4-4:30pm; Cast Ruth Duncan Quintette, Andy Raffa, Courtney Wright & Harry Volpe; SPONSOR - R. M. Larain; AGCY - J. M. Mauriello; PROD - Peter Wilde at Mauriello; DIR - Mel London; ASSOC DIR - Connie Furim; MUSIC - Denes Agay; DEBUT - Feb 1951; (SUMMER HIATUS: Show dropped May 13).

CLUB SEVEN - from WJZ-TV to ABC net; Mon thru Fri 7:05-7:15pm; Eadie & Rack at the piano; SUSTAINING; PROD-CASTING - Ward Byron ABC; SCRIPTS - Fred Heider; DEBUT - Sept 1950; (NO SUMMER HIATUS).

DIXIE SHOWBOAT - from KTLA H'wood to WPIX via kine; Sat 8:30-9pm; Mississippi showboat theme with Dick Lane, Scatman Caruthers, Tony LaVello, Nappy Le Mare & His Strawhat Strutters orch, guest singers & dancers; PROD - Paramount TV Prod; DIR - Klaus Landsberg; DEBUT - Nov 1950; (NO SUMMER HIATUS).

EASY DOES IT - on WNBT only; Mon thru Fri 6-6:25pm; Johnny Andrews & Francey Lane, occasional guests; SPONSORS - Participating; PROD-CASTING - Alan Handley NBC; DIR - Johnny Stearns, Dwight Hemion, Hugh McDermott; MUSIC - Nicky Tagg, organist; DEBUT - Nov 1949; (NO SUMMER HIATUS).

THE FLORIAN ZABACH SHOW - on WCBS-TV only; Sat 11-11:15pm; Florian Zabach, instrumental group, female guest singer; SPONSOR - Vim-Hallicrafter debut thru May 5, Vim-Norge from May 12; AGCY-PKGR - Frederick-Clinton; PROD-WRITER - Syd Rubin F-C; DIR - Jon Fogel CBS; MUSIC - Dick Kissinger arr; DEBUT - Mar 1951; (SUMMER HIATUS: Show dropped June 2 - return indefinite).

FRED WARING SHOW - from WCBS-TV to 26 CBS sta plus 22 kine; Sun 9-10pm; Fred Waring MC with Jane Wilson, Joanne Wheatley, Gordon Goodman, Leonard Kranendonk, Stuart Churchill, Joe Marine & Daisy Bernier; SPONSOR - General Electric; AGENCY - Young & Rubicam; SUPER-PROD - Ed Duerr Y&R; PKGR - Waring Ent; DIR - Bob Banner, Waring; SCRIPTS - Jay Johnson; DEBUT - April 1949; MAY MULTIPULSE - 18.7; PROD - $20,000; (SUMMER HIATUS: Last show June 24 - Sept 9).

JOE FRANKLIN SHOW - on WJZ-TV only; Mon thru Fri 12-12:30pm; Joe Franklin MC with Tony Lane & His Airlane Trio (Lane, guitar; Nick Stella, organ; Ralph Prince, accordion); Alan Gerard, Rosalyne Paige, vocalists; June Natelson, soprano; features top song writer once a week; SPONSOR - Participating; PKGR - Joe Franklin Prods; PROD - John Hade; DEBUT - Jan 1951; Last show May 14 1951.

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We are not permitted to carry RATINGS on Local Programs. Those ratings which are listed are averages of ratings in all cities where Pulse tests network programs.

JOHN FEENEY SHOW - on WOR-TV only; Thur 11-11:15pm; John Feeney stars with Mary Vallee, George Shackley & guests; SPONSOR - Schaefer Beer; AGCY - BBD&O; SUPERV-CASTING - John Forney BBD&O; PROD-DIR - Ralph Giffen WOR-TV; SCRIPTS - Jack Crilley; MUSIC - Geo Shackley; DEBUT - May 1950; (SUMMER HIATUS: Last show June - returns Sept). Originally on DuM in 1950.

KREISLER BAND STAND - from WJZ-TV to 8 ABC sta plus 20 kine; Wed 8:30-9pm; Fred Robbins MC with guest name bands and variety acts; SPONSOR - Kreisler Watchbands; AGCY - Hirshon-Garfield; SUPERV - Robert Lewine H-G; PKGR - Foley & Gordon; PROD-CASTING - George Foley & Dick Gordon; DIR-SCRIPTS - Perry Laffery F&G DEBUT - Mar 1951; MAY MULTIPULSE - 5.4; PROD - $5,500; (SUMMER HIATUS: Last show June 13 - Return indefinite).

LITTLE SHOW - from WNBT to 28 NBC sta plus 24 kine; Tue & Thur 7:30-7:45pm; John Conte, singing MC plus 3 Beau's and a Peep and guests; SPONSOR - Van Camp; AGCY - Calkins & Holden; SUPERV-PROD - Lindsay MacHarrie C&H; DIR - Alan Neuman NBC; SCRIPT - Bernard Dougall; CASTING - Byron McKinney C&H; MUSIC - Mrs. Oscar Bradley; DEBUT - June 1950; MAY MULTIPULSE - 10.7; (SUMMER HIATUS: Last show June 28 - Returns Aug 28).

MOHAWK SHOWROOM - from WNBT to 26 NBC sta plus 18 kine; Mon Wed Fri 7:30-7:45pm; Pop music show with Roberta Quinlan starring, orchestra & guest singers; SPONSOR - Mohawk Carpets; AGCY - Geo. R. Nelson, Schenectady; PKGR - MCA; PRODUCER SCRIPTS - Geo Nelson; MUSIC - Harry Clark orch; DEBUT - May 1949; MAY MULTIPULSE - 11.6; PROD - $7,500; (SUMMER HIATUS: Last show July 6 - Returns Sept 4).

ONCE UPON A TUNE - from WABD to 4 DuMont sta; Tue 10-11pm; Musical revue with Holly Harris, Phil Hanna, Reginald Beane, Ed Holmes, Betty Reed, Dorothea MacFarland, Gordon Dilworth, Martin Sameth, Tyree Glenn & George Mele; SUSTAINING - PROD-CASTING - Robert Loewi; DIR - Barnaby Smith; DEBUT - Nov 1950; (Last show May 15, 1951.)

OPERA CAMEOS - on WPIX only; Sun 6-6:45pm; Scenes from operas with guest singers - in costume; SPONSOR - Progresso Brand Quality Foods; AGCY - Carlo Vinti; PROD-CASTING - C. Vinti; DIR - Lou Ames; MUSIC - Salvatore dell'Isola; DBUT - Feb 1951; (SUMMER HIATUS: Last show May 13 - Return indefinite).

PAUL WHITEMAN REVUE - from WJZ-TV to 23 ABC sta plus 18 kine; Variety show with Paul Whiteman, Earl Wrightson, Maureen Cannon, vocal & dance groups, musical guests; SPONSOR - Goodyear; AGCY - Young & Rubicam; SUPERV-PROD-SCRIPTS - Felix Jackson Y&R; DIR-CASTING - Dick Eckler Y&R; DEBUT - Nov 1949; MAY MULTIPULSE - 12.7; PROD - $12,500; (NO SUMMER HIATUS).

PERRY COMO SHOW - from WCBS-TV to 15 CBS sta plus 29 kine; Mon Wed Fri 7:45-8pm; Perry Como stars with Fontane Sisters and Mitch Ayres orchestra; SPONSOR - Chesterfield; AGCY - Cunningham & Walsh; SUPERV - John Clark, Bill Wall, Arthur Kling C&W; PROD -Lee Cooley C&W; DIR - Lloyd Gross; SCRIPTS - Bob Merrill; CASTING - Art Kling C&W; DEBUT - Oct 1950; MAY MULTIPULSE - 12.3; PROD - $5,500; (SUMMER HIATUS: Last show June 29 - Returns Sept 3. Sponsor stays on with Peggy Lee & Mel Torme).

THE PRINCE GEORGE REVUE - on WOR-TV only; Mon 10:30-10:45pm; Ted Lawrence, singing MC with Ross Leonard, vocalist, Jan Raye Trio, instruments; female singing & dancing stars as guests; SPONSOR - Prince George Hotel NY; PROD-DIR-CASTING - Sid Robins; DEBUT - May 1951; (NO SUMMER HIATUS).

SHOWTIME AT THE MEADOWBROOK - from WABD to DuMont net; Sat 8:30-9pm; Music & audience participation from Frank Dailey's Meadowbrook; SUSTAINING PROD - Ted Hammerstein DuM; DIR - Harry Coyle DuM; DEBUT - Apr 1951; MAY MULTIPULSE - 4.0; (Last show June 2.)

THE S. S. TELE-CRUISE - from WFIL-TV Phila to WJZ-TV; Sat 9-10:45am; Jack Steck MC on variety show with nautical theme; cast includes Eddie Roecker, baritone; Carol Wynne, vocalist, the Crewmen Quartet, Dave Appel Trio; Ace Pancoast, organist, The Buccaneers, harmonica group; SUSTAINING; PROD - Skip Dawes; DIR - Walter Wagonhurst; DEBUT - Apr 1951; Last show May 19, 1951.

VAUGHN MONROE SHOW - from WCBS-TV to CBS net; Tue 9-9:30pm; musical revue, with Shaye Cogan, singers, dancers; SPONSOR - Camels; AGENCY - Wm Esty; SUPERV - Ed Montagne, Esty; PROD-DIR - Don Appell, Esty; DEBUT - Oct 1950; MAY MULTIPULSE - 11.8; PROD - $12,500; Last show July 3. (recently played requests from Army bases)

THE VOICE OF FIRESTONE - from WNBT to 23 NBC sta plus 1 kine; Mon 8:30-9pm (Simulcast Star soloist each week with choir and extras; SPONSOR - Firestone Tire & Rubber Co; AGENCY - Sweeney & James, Akron; PROD - Chas Polachek NBC; DIR - Steve Marvin NBC; MUSIC - Howard Barlow conductor; NARRATOR-ANNCR - Hugh James; DEBUT - Oct 1949; MAY MULTIPULSE - 12.5; PROD - $10,000; (NO SUMMER HIATUS).

YOUR HIT PARADE - from WNBT to 33 NBC sta plus 15 kine; Sat 10:30-11pm; Snooky Lanson, Dorothy Collins, Eileen Wilson, the Hit Paraders and Dancers; Raymond Scott Orch; SPONSOR - Amer Tobacco (Lucky Strike); AGCY - BBD&O; SUPERV-PROD-CASTING - Dan Lounsbery & Ted Fetter BBD&O; DIR - Clark Jones NBC; SCRIPTS - Bill Nichols BBD&O; DEBUT - July 1950; MAY MULTIPULSE - 24.0; PROD - $18,000; (SUMMER HIATUS: Last show July 7 - Returns Sept 8; sponsor fills time with "Manhunt")

TALENT PROGRAMS

HOLLYWOOD SCREEN TEST - from WJZ-TV to 9 ABC sta plus 6 kine; Mon 7:30-8pm; 1 name plus 2 newcomers; SPONSOR - Ironrite; AGCY - Brooke, Smith, French & Dorrance; SUPERV - Jack Hurdle; PKGR-PROD - Lester Lewis; ASSOC PROD - Mort Lewis; TV DIR - Richard Depew; STAGER - Alton Alexander; DEBUT - Apr 1948; MAY MULTIPULSE - 7.6; PROD - $5,000; (NO SUMMER HIATUS - from May 28 to June 25 will have talent hunt in various cities by arrangement with Universal-International).

HORACE HEIDT SHOW - from WCBS-TV (on film) to 27 CBS sta plus 26 kine; Mon 9-9:30pm; Horace Heidt stars with original "Youth Opportunity Program" for amateur & prof talent; 1st traveling film TV unit - 15 people; SPONSOR - Philip Morris; AGCY - Biow - SUPERV - Jack Moseman; PKGR - Horace Heidt; DEBUT - Oct 1950; MAY MULTIPULSE - 20.0; PROD - $15,000; (NO SUMMER HIATUS).

LIVE LIKE A MILLIONAIRE - from WCBS-TV to 20 CBS sta plus 10 kine; Alt Fri 9-9:30pm; John Nelson MC, Connie Clausen asst, variety show in which children present their talented parents, amateur or professional; SPONSOR - General Mills (Bisquick, Crustquick, Wheaties); AGCY - Knox Reeves; SUPERV - Tony Jordan CBS PKGR - Masterson, Reddy & Nelson; PROD - Jerry Bowne MRN; DIR - Ed Leftwich MRN; SCRIPTS - Don Ross MRN; CASTING - Jerry Bowne MRN; MUSIC - Ivan Ditmars; DEBUT - Jan 1951; NO PULSE AVAILABLE: (NO SUMMER HIATUS).

ORIGINAL AMATEUR HOUR - from WNBT to 43 NBC sta plus 16 kine; Tue 10-11pm; Ted Mack MC with amateur talent; SPONSOR - Old Gold; AGCY - Lennen & Mitchell; SUPERV - George Thompkins L&M; PKGR - Reemack; PROD - Lou Goldberg at Reemack; DIR - Lloyd Marks at Reemack; CASTING - Goldberg & Marks; MUSIC - Dorothy Marks & Harry Merker, duo-pianists; ANNOUNCER - Dennis James; DEBUT - Jan 1948; MAY MULTIPULSE - 18.6; PROD - Approx $7,500; (NO SUMMER HIATUS).

TALENT SEARCH - on WNBT only; Mon 10:30-11pm; amateur contest with winners of each week for 5 wks competing for prize of week's engagement at Capitol Thtr; SPONSOR - Vim-Crosley; AGCY - Benton & Bowles; SUPERV - Ken McAllister B&B; PKGR-PROD - Kermit Schafer; DIR - Carl Eastman; SCRIPTS - David Hill; CASTING - Harry Lee at Schafer; MUSIC - Johnny Guarnieri Orch; DEBUT - Feb 1950; (SUMMER HIATUS: Beginning June 28 alt with "Quick on the Draw" Thurs NBC 10:30-11pm summer only. Fall schedule to be announced).

TV TEEN CLUB - from WFIL Phila to 3 ABC sta plus 3 kine; Sat 8-9pm; Paul Whiteman, permanent MC with staff of teen-age singers and dancers for production numbers, & 8 or 9 amateur contestants; SPONSOR - Amer Dairy Assn (½hr); AGCY - Campbell-Mithun Chi; PROD - C. Bishop ABC & P Whiteman; DIR - Robt Doyle & Ward Byron; SCRIPT EDITOR-CASTING - Whiteman; SCRIPTS-MUSIC - Skipper Daws; DEBUT - June 1950; MAY MULTIPULSE - 10.2; PROD - $8,000; (NO SUMMER HIATUS - Nash-Kelvinator Corp of Detroit picks up the whole hr June 9; AGENCY - Geyer, Newell & Ganger).

TALENT SCOUTS - from WCBS-TV to 17 CBS sta plus 4 kine; Mon 8:30-9pm; Arthur Godfrey MC with laymen presenting talented amateurs and professionals; SPONSOR - Lipton Tea; AGCY - Young & Rubicam; SUPERV - Sylvia Dowling; PROD - Larry Puck & Jack C rney CBS; DIR - David Rich; CASTING - Esther Stoll CBS; MUSIC - Archie Bleyer's Orch; DEBUT - Dec 1948; MAY MULTIPULSE - 30.7; PROD - $5,500; (NO SUMMER HIATUS: Herb Shriner subs for Godfrey over the summer).

VIDEO VENUS - on WJZ-TV only; Fri 10:30-11pm; Herb Sheldon MC, guest panelists as judges of beauty contest; SPONSOR - MacLevy's Dance Studios; AGCY - Associated Advertising; PKGR - MacLevy Video Prod'ns; PROD - Arthur Henley; ASSOC PROD-CASTING - Clyde Matthews; DIR - Leslie Gorall ABC; MUSIC - Jerry Jerome Orch; DEBUT - May 1951; (NO SUMMER HIATUS).

NOTE: See CHILDREN'S PROGRAMS for additional TALENT PROGRAMS.

AUDIENCE PARTICIPATION PROGRAMS

BEAT THE CLOCK - from WCBS-TV to 11 CBS sta plus 23 kine; Sat 7:30-8pm; Bud Collyer & Roxanne; contestants compete against time in performing type questions; SPONSOR - Sylvania Electric; AGCY - Cecil & Presbrey; SUPERV - William Patterson C&P; PKGR - Goodson-Todman; PROD - Mark Goodson; DIR - Jerome Schner CBS; SCRIPTS - Bill Beecher (stunt writer); ANNCR - Bern Bennett; DEBUT - March 1950; MAY MULTIPULSE - 12.4; PROD - Approx $5,000; (NO SUMMER HIATUS).

BLIND DATE - from WJZ-TV to 11 ABC sta plus 14 kine; Thur 9:30-10pm; Arlene Francis MCs contest between boys of all ages for "dates" with professional females; SPONSOR - Gruen; AGCY - Stockton, West, Burkhart; SUPERV - Dick Dunn SWB; PKGR-PROD - Bernard Schubert; PROD SUPERV - Richard Lewis; DIR - Charles Dubin ABC MUSIC - Glenn Osser Orch; ANNCR - Rex Marshall; DEBUT - May 1949; MAY MULTIPULSE - 11.3; PROD - $5,000; (NO SUMMER HIATUS: McCann-Erickson replaces Stockton, West, Burkhart as agency handling Gruen account as of June 28).

BREAK THE BANK - from WNBT to 31 NBC sta plus 28 kine; Wed 10-10:30pm; Bert Parks MC with Bud Collyer, host, & Janice Gilbert "the Paying Teller"; amount of each contestant's winning is added to $1,000 bank; SPONSOR - Bristol-Meyers (Ipana regular with Sal Hepatica, Vitalis, Mum & Ammens alternating); AGCY - Doherty, Clifford & Shenfield; SUPERV - Russell Ambruster DC&S; PKGR-PROD - Ed Wolf; DIR - Jack Rubin for Wolf; CAMERA DIR - Craig Allen NBC; CASTING - Herbert Wolf; MUSIC - Peter Van Steeden Orch; DEBUT - Jan 1949; MAY MULTIPULSE - 16.4; PROD - Approx $7,500; (NO SUMMER HIATUS).

BRIDE AND GROOM - from WCBS-TV to 25 CBS sta plus 5 kine; Tue & Thur 3:15-3:30pm; John Nelson MC features an interview with young engaged couple who are then married on program, gifted and sent on honeymoon; SPONSOR - Hudson Paper Napkins; AGCY - Duane Jones; SUPERV - Tony Jordan CBS; PKGR - Masterson, Reddy & Nelson; PROD - John Reddy MR&N; DIR - Ed Leftwich MR&N; SCRIPT EDITOR - Ruth Kyle MR&N; SCRIPTS - Kay Tillman MR&N; CASTING - Harriet Snelling MR&N; MUSIC - Ray Bohr, Jr., Organist; DEBUT - Jan 1951; MAY MULTIPULSE - 4.9; PROD - $5,000; (NO SUMMER HIATUS).

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CHANCE OF A LIFETIME - from WJZ-TV to 13 ABC sta plus 32 kine; Wed 7:30-8pm; John Reed King MCs quiz show; SPONSOR - Bendix; AGCY - Tatham Laird; SUPERV - Lawrence Holcomb; PKGR-PROD-SCRIPTS - Robert Jennings; DIR - Chas Bishop; MUSIC - Joseph Biviano Orch; DEBUT - Sept 1950; MAY MULTIPULSE - 8.3; PROD - $3,500; (NO SUMMER HIATUS).

LIFE WITH LINKLETTER - kine at KECA Hwood; on 12 ABC sta, 12 others;Fri 7:30-8pm; Art Linkletter MC, typical quiz show, accent on humor by Linkletter; SPONSOR - Green Giant (Peas & Mexicorn); AGCY - Leo Burnett; SUPERV - Wm McIlvain; PKGR-PROD - John Guedel; ASSOC PROD - Irvin Atkins at Guedel; DIR - Stuart Phelps KECA; SCRIPTS - Martin Wark at Guedel; MUSIC - Muzzy Marcellino Orch ANNCR - Jack Slattery; DEBUT - Oct 1950; MAY MULTIPULSE - 9.6; PROD - $4,500; (SUMMER HIATUS - Last show June 29 - Returns Sept 7 with show on 35mm film, to 67 ABC sta with $10,500 budget).

SING IT AGAIN - from WCBS-TV to 12 CBS sta; Sat 10-11pm; Jan Murray MC with Alan Dale, Judy Lynn, singers; The Riddlers, vocal group; Jack Stanton & Betty Luster, dancers; SPONSORS - Carter Products (Arrid) ¼hr, AGCY - Sullivan, Stauffer, Colwell & Bayles; Sterling Drug (Energine Cleaning Fluid, Double Dandrine, Ironized Yeast, Molle Shave Cream) ½hr, AGCY - Dancer-Fitzgerald-Sample; PROD - Hank Moss CBS; DIR - Bruno Zirato, Jr. & Robert Bleyer CBS; MUSIC - Ray Bloch Orch DEBUT - Feb 1951; MAY MULTIPULSE - 12.4; PROD - $10,000; Last show June 23 - following Sat June 30, replaced by: Songs for Sale with Steve Allen as MC.

TRUTH OR CONSEQUENCES - filmed at KTTV Hwood; cabled to 25 CBS sta from WCBS-TV, also 12 others; Thur 10-10:30pm; Ralph Edwards MC; SPONSOR - Philip Morris; AGENCY - Biow; PROD - Ralph Edwards at Biow; DEBUT - Sept 1950; MAY MULTIPULSE - 17.3; PROD - $12,500; (SUMMER HIATUS: Last show May 31 - Return indefinite. Sponsor stays on with Racket Squad.)

WHAT'S MY NAME - from WNBT to 31 NBC sta plus 15 kine; Mon 8-8:30pm; Paul Winchell, ventriloquist & "Jerry Mahoney" MCs; studio audience guess names of famous personalities through skits acted by professionals. Home viewers partic. by mail; SPONSOR - Speidel; AGENCY - Sullivan, Stauffer, Colwell & Bayles; SUPERV - Jack Van Nostrand; PKGR - Louis Cowan; PROD-DIR-CASTING - Sherman Marks; SCRIPTS J. Franklin Jones, Bud Burtson & Paul Winchell; MUSIC - John Gart Orch; DEBUT - Sept 1950; MAY MULTIPULSE - 16.3; PROD - $10,000; (SUMMER HIATUS - Last show June 11 - Returns Sept 17).

YOU ASKED FOR IT - kine at KTTV Hwood; on 10 DuM sta & 6 others; Fri 8:30-9pm; Art Baker MC features personality picked by written audience requests; SPONSOR - Rosefield Packing Co (Skippy Peanut Butter); AGCY - Guild, Bascom & Bonfigli, SF; PROD - Wayne Stafford & Frank Axorant KTTV; DIR - Bob Breckner; DEBUT - Jan 1951; MAY MULTIPULSE - 7.5; PROD - $2,000; (NO SUMMER HIATUS).

YOU BET YOUR LIFE - from KNBH H'wood (on film) to 27 NBC sta plus 34 local; Thursday 8-8:30pm; Groucho Marx MCs comedy quiz; SPONSOR - DeSoto-Plymouth Dealers; AGENCY - BBD&O; SUPERV - Nate Tufts BBD&O; PROD - John Guedel; DIR - Bob Dwan & Bernie Smith; MUSIC - Jerry Fielding Orch; ANNCR - George Fenneman; DEBUT - Oct 1950; MAY MULTIPULSE - 20.8; PROD - $10,000; (SUMMER HIATUS: Last show June 27 - Returns Oct 3. Summer replacement "It Pays to be Ignorant").

INTERVIEW PROGRAMS

EARL WILSON SHOW - on WABD only; Wed 7:45-8pm; Earl Wilson MC's; SUSTAINING; PROD - Ted Hammerstein DuM; DIR - Dick Sandwick DuM; DEBUT - April 1951; (SUMMER HIATUS INDEFINITE).

ELOISE SALUTES THE STARS - from WABD to 2 DuM sta plus 6 kine; Fri 11-11:15pm; Eloise McElhone MC with 1 celebrity guest each week; SPONSOR - Doeskin Products; AGCY - Federal; SUPERV - Eleanore Larson Fed; PKGR-PROD-CASTING - Lester Lewis; DIR - Don Rosenquest DuM; DEBUT - Nov 1949; MAY MULTIPULSE - 11.3; PROD - Approx $2,000; (NO SUMMER HIATUS - David Lowe DuM took over as Director May 25).

EVA GABOR SHOW - on WJZ-TV only; Fri 8-8:15pm; SUSTAINING; PKGR-PROD - Hardie Frieberg; DIR - Seymour Robbie ABC; SCRIPTS - Bernard Drew; CASTING - Fluff Blome at Frieberg; DEBUT - Nov 1950; PROD - Approx $2,000; (NO SUMMER HIATUS - Show was off May 17 to June 1; On June 29 change in time to 7:15-7:30 Fri)

FAYE EMERSON SHOW - on film to 50 ABC sta; Mon Wed Fri 7:15-7:30pm, repeat Tue Thur Sat 11-11:15pm; SPONSOR - Pepsi-Cola; AGCY - Biow; SUPERV - Roland Gillett at Biow; PROD-DIR - Gil Fates; SCRIPTS - Louis Heyward & Arnold Peyser; CASTING - Arnold Peyser; DEBUT - Sept 1950; MAY MULTIPULSE - 9.1; PROD - Approx $6,000 wk; Original show switched to ABC & film Dec 25 1950 - departs June 22; NEW SHOW: "Faye Emerson's Wonderful Town" debuts CBS-TV Sat June 16 9-9:30pm.

GOING PLACES WITH BETTY BETZ - from WJZ-TV to 11 ABC sta plus 5 kine; Tue 7:15-7:30 pm; Betty Betz MC with professional guests & 5-man panel of high school students; PROD - Gen Shoe Corp (Edgewood Shoe); AGCY - Anderson & Cairns; PROD - Victor Seydel A&C; DIR - Herman Liveright ABC; SCRIPTS - Bob Bach; DEBUT - Feb 1951; MAY MULTIPULSE - 3.5; PROD - Approx $1,000; Last show May 15 1951.

JOYCE MATTHEWS SHOW - on WABD only; Wed 11-11:15pm; SPONSOR - Ansonia Shoes; AGCY-PKGR - Lane; SUPERV - Philip J. Lane; PROD - David DeKoven at Lane; DIR - Bill Seaman DuM; ANNCR - Eddie Condit; DEBUT - Nov 1950; PROD - $1,000; (SUMMER HIATUS: Last show May 23 - Return indefinite).

LILLI PALMER SHOW - on WCBS-TV only; Thur 7:15-7:30pm; SPONSOR - Pond's Tissues; AGCY - J. Walter Thompson; PROD - Charles Kebbe; DIR - Bruce Anderson JWT; COMMERCIAL ANNCR - Lynn Merrill; DEBUT - Jan 1951; PROD - Approx $2,000; (SUMMER HIATUS: Last live show May 31 - 4 shows on film through June 28 - Return in Fall indefinite).

MANHATTAN SPOTLIGHT - on WABD only; Wed & Fri 7:45-8pm; Chuck Tranum MC interviews on hobbies & little known subjects; SPONSOR - participating; PKGR-PROD - Verne Tranum DuM; DIR - Wes Kenny DuM; DEBUT - Jan 1949; (SUMMER HIATUS: Last show May 15 - Returns in fall as "Spotlight USA" as film series shot on location).

PENTHOUSE PARTY - from WJZ-TV to 9 ABC sta plus 21 kine; Fri 8:30-9pm; Betty Furness; SPONSOR - Best Foods; AGCY - Benton & Bowles & Earl Ludgin Chi; PKGR-PROD - Lester Lewis; DIR - Bob Doyle ABC; STAGER - Juliet Lewis; SCRIPTS - Larry Markes; MUSIC - Buddy Weed Trio; DEBUT - Sept 1950; MAY MULTIPULSE - 6.6; Show dropped June 8.

SAWYER VIEWS HOLLYWOOD - kine KECA H'wood; on WJZ-TV; Mon 8-8:30pm; Hal Sawyer MC, with the Gaylord Carter Trio; SUSTAINING: PKGR - Sawyer-Radin Prod'ns; PROD - Paul Radin; PROD MGR - E. Carlton Winkler; ASSOC PROD - Bill Harding; DIR - Dik Darley; DEBUT - April 1951. Show off locally May 22.

SHEILAH GRAHAM SHOW - kine KNBH Hwood; on 4 NBC sta plus 41 others; Sat 11-11:15pm; Sheilah Graham MC with chatter & guests; SPONSOR - Max Factor AGCY - Sales Builders, Calif; DIR - Jack Lyman KNBH; DEBUT - Jan 1951; MAY MULTIPULSE - 4.9; (NO SUMMER HIATUS).

STAR NIGHT AT THE ASTOR - on WNBT only; Sun 10:30-11pm; Bill Stern, host, Candy Jones, hostess; SPONSOR - Hudson Dealers; AGCY - Brooke, Smith, French & Dorrance; PROD - Leonard Safir NBC; DIR - Bill Harbach NBC; SCRIPTS- L. Safir & George Wallach NBC; DEBUT - Feb 1951; (NO SUMMER HIATUS).

STORK CLUB - from WCBS-TV to 15 CBS sta plus 19 kine; Tue Thur 7:45-8pm; Sherman Billingsley, host & MC, with Jack Kelly at piano, Eddie Safransky, bass & Beverly Mann, harpist; SPONSOR - Liggett-Meyers (Fatima Cigarettes); AGCY - Cunningham & Walsh; SUPERV - Bob Rogers, Jack Tarleton C&W; PROD - Mike Dutton; ASSOC PROD - Betsey Fitzgerald; DIR - Alex Thurn-Taxis CBS; SCRIPTS - Poot Pray; CASTING - Dutton, Billingsley, Fitzgerald; DEBUT - June 1950; MAY MULTIPULSE - 9.9; PROD - Approx $5,000 wk; (NO SUMMER HIATUS). Alternates with Perry Como show.

TEX AND JINX - on WNBT only; Mon through Fri 6:30-6:55pm; Tex & Jinx McCrary MCs; SPONSOR - participating; PROD - Kay Elliott; ASSOC PROD - Mary Willman; DIR - Bill Harbach; DEBUT - Sept 1950; (SUMMER HIATUS: The McCrary's will vacation during month of July - replacement not yet set).

WE, THE PEOPLE - from WNBT to 27 NBC sta plus 9 kine; Fri 8:30-9pm; Dan Seymour MC interviews deal with human interest stories; SPONSOR - Gulf; AGCY- Young & Rubicam; SUPERV-PROD - Dan Seymour; SCRIPTS - Adrian Spies; CASTING - Preston Wood; MUSIC - Oscar Bradley Orch; DEBUT - June 1948; MAY MULTIPULSE - 16.3 PROD - Approx $12,500; Program moved from CBS in 1949; (SUMMER HIATUS: Last show June 29 - Return not set; sponsor fills with The Clock during the summer.)

WENDY BARRIE SHOW - on WJZ-TV only; Fri 8-8:15pm; SPONSOR - Celanese Corp; AGCY - Ellington; SUPERV - Hal James at Ellington; PKGR-PROD-CASTING- Martin Goodman; DIR - Cort Steen ABC; ANNCR - Ed Cogan; DEBUT - March 1951; Last show May 25. Previously, show was on NBC-TV, earlier on DuM.

NOTE: See DAYTIME PROGRAMS for additional Interview shows.

PANEL QUIZ PROGRAMS

CELEBRITY TIME - from WCBS-TV to 32 CBS sta plus 7 kine; Sun 10-10:30pm; Conrad Nagel MC, with Herman Hickman & Mary McCarty as panelists & guests; SPONSOR - B. F. Goodrich; AGCY - BBD&O; SUPERV - Ellis Sard BBD&O; PKGR - World Video; PROD-CASTING - Richard Lewine WV; DIR - Ralph Nelson CBS; SCRIPTS - Harold Flender WV; MUSIC - Alvy West Orch; ANNCR - Bill Hamilton; DEBUT - Nov 1948; MAY MULTIPULSE - 17.9; PROD - Approx $5,000; (NO SUMMER HIATUS).

IN RECORD TIME - on WPIX only; Tue 8:30-9pm; Art Ford MC moderator; panel of 4 guest disc jockeys from all over US each week plus 1 surprise guest singing star; SUSTAINING; PKGR-PROD - Art Ford; ASSOC PROD-SCRIPTS-CASTING - Hope Meyers; DIR - Lou Florence WPIX; DEBUT April 1951; (NO SUMMER HIATUS).

LEAVE IT TO THE GIRLS - from WNBT to 9 NBC sta plus 2 kine; Sun 7-7:30pm; Maggi McNellis, moderator, with Eloise McElhone, Dorothy Kilgallen; Florence Pritchett & Robin Chandler alternate; also 1 male & 1 female guest; SPONSOR - Regent Cigarettes; AGENCY - Brooke, Smith, French & Dorrance; SUPERV - Harry Pengel BSF&D; PKGR-PROD - Martha Rountree; PROD SUPERV - Geoffrey Jones at Rountree; DIR - Craig Allen NBC; SCRIPTS - Mrs. Marianne Ridgway; DEBUT - April 1949; MAY MULTIPULSE - 11.1; PROD - $3,500; (NO SUMMER HIATUS).

LIFE BEGINS AT 80 - from WJZ-TV to 2 ABC sta plus 9 kine; Tue 9:30-10pm; Jack Barry MC with 3 men & 2 women guests over 80 yrs who discuss problems sent in by viewers; SPONSOR - Arnold Bakers; AGCY - Benton & Bowles; SUPERV - Doug Birch B&B; PKGR - Barry-Enright; PROD SUPERV - Mike Oppenheimer B-E; DIR - Charlie Powers ABC; DEBUT - Jan 1950; MAY MULTIPULSE - 6.0; PROD - $3,000; Moved to ABC from NBC in Oct 1950; (NO SUMMER HIATUS).

NEW YORK, NEW YORK - on WPIX only; Thur 8-8:30pm; Art Ford MC with 3 guests, a panel show with representative New Yorkers designed to acquaint New Yorkers with their city; SUSTAINING; PKGR-PROD - Art Ford; ASSOC PROD - Hope Meyers; DIR - Jack Flynn WPIX; DEBUT - Jan 1951 as "Crossroads Quiz", May 17 with present title. (NO SUMMER HIATUS).

Q.E.D. - from WJZ-TV to ABC Net; Sustaining; Tues 9-9:30pm; Doug Browing, MC with permanent panel Nina Foch, Hi Brown & Harold S. Hoffman & 1 guest. Panel solves mystery shown in live dramatized sequence; SUSTAINING; PKGR - MCA; PROD-DIR - Seymour Robbie ABC; DEBUT - April 1951; (NO SUMMER HIATUS).

QUICK ON THE DRAW - on WNBT only; Thur 10:30-11pm; Eloise McElhone & Bob Dunn MCs, Betty Furness on perm panel & guest celebrities; SPONSOR - Vim in co-op with Westinghouse; AGCY - McCann-Erickson; SUPERV - John Franck, McC-E; PKGR-PROD - Kermit Schafer; DIR - Ted Huston McC-E; DEBUT - April 1950; (SUMMER HIATUS: Starting June 28 alt with "Talent Search"; in Fall back to regular sched. Keeps same time slot throughout).

QUIZ KIDS - from WNBQ Chi to 28 NBC sta plus 1 kine; Fri 8-8:30pm; Joe Kelly, quiz-master with panel of high I.Q. school children; SPONSOR - Alka-Seltzer; AGCY - Wade, Chi; PKGR - Louis G. Cowan; PROD-DIR - John Lewellen at Cowan; DEBUT - June 1949; MAY MULTIPULSE - 10.0; PROD - $3,500; (NO SUMMER HIATUS).

SAY IT WITH ACTING - from WNBT to 21 NBC sta plus 14 kine; Alt Sat 6:30-7pm; Maggi McNellis & Bud Collier MCs with guest groups from B'way shows competing; SPONSOR - Brown Shoe Co - Naturalizer Div; AGCY - Leo Burnett; SUPERV - Frank Dodge at Burnett; PKGR - MCA - PROD-CASTING-SCRIPTS - Wayne Wirth; DIR - Warren Jacober NBC; DEBUT - Feb 1948; PROD - $4,000; (SUMMER HIATUS: Last show May 12 - Returns Aug 3 on ABC Fri 7:30-8pm).

TWENTY QUESTIONS - on WOR-TV & the ABC-TV Net outside NYC; Fri 8-8:30pm; Bill Slater MC with Fred Vandevanter, Florence Renard, Herb Polesie & Johnny McFee regular panelists & 1 guest; SPONSOR - Ronson; AGCY - Grey; SUPERV - Barbara Jones at Grey; PROD - Fred Vandevanter WOR; DIR - Roger Bower WOR; DEBUT - Nov 1949; MAY MULTIPULSE - 12.8; PROD - $3,000; (SUMMER HIATUS: Last show June 22 - Returns July 6 on DuMont Fri 8-8:30pm; SPONSOR - Mennen; AGCY - Duane Jones).

WE TAKE YOUR WORD - from WCBS-TV to 7 CBS sta; Fri 10:30-11pm; John McCaffery, Tony Marvin & Abe Burrows; SUSTAINING; PROD - Sam Abelow; DIR - Lloyd Gross; SCRIPTS-CASTING - Eleanor Pechulis; DEBUT - Feb 1949; MAY MULTI-PULSE - 7.5; Show departed June 1. It was not on regularly since its debut.

WHAT'S MY LINE - from WCBS-TV to 21 CBS sta plus 6 kine; Sun 10:30-11pm; John Daly MC with panelists Arlene Francis, Dorothy Kilgallen, Hal Block & 1 guest; SPONSOR - Stopette; AGCY - Ludgin, Chi; SUPERV - M.McKinney at Ludgin; PKGR-PROD - Goodson-Todman; DIR - Franklin Heller CBS - CASTING - Bob Bach G-T; DEBUT - Feb 1950; MAY MULTIPULSE - 20.3; PROD - Approx $4,500; (NO SUMMER HIATUS).

WHO SAID THAT - on 12 NBC-TV sta live & 27 kine; 10:30-11pm Mon; was seen on WNBT at a different time until March; now not seen at all in NYC; Co-op sponsored in other markets; with MC Robert Trout, & panel members including John C. Swayze & 2 other men, 1 woman; in a panel quiz on current news; DIRECTOR - Clarence Thoman NBC; EDITOR - Fred Friendly; DEBUT - Jan 1950; PRODN - $3500; (NO SUMMER HIAT.)

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This is the first recapitulation of programs since our issue of JUNE 1950 (Vol 2 No 4). Programs which arrived & departed since then & prior to this issue are listed on another page.

AMERICAN FORUM OF THE AIR - from WNBW Wash to 16 NBC sta plus 3 kine; Sun 1:30-2pm; Theodore Granik, moderator, discusses significant issues with 2 congressman guests; SPONSOR - Bohn Aluminum; AGCY - Zimmer-Keller, Detroit; PKGR-PROD-CASTING - Theodore Granik; DIR - Carl Degan NBC; DEBUT - Oct 1949; MAY MULTIPULSE - 3.3; PROD - Approx $2,700; (NO SUMMER HIATUS). Program is simulcast.

AT THE MAYOR'S DESK - on WPIX only; Alt Thur 8-8:30pm; Mayor Impellitteri, MC & host talks with public officials and private citizens -parts on film; SUSTAINING; PROD - Frank Rosa, Jr. PIX; PROD SUPERV - Seymour Siegel; DIR - Mike Meltzer WPIX; SCRIPTS - Farland Myers; DEBUT - June 1950; (SUMMER HIATUS - Last show May 17 - Returns in Sept).

BATTLE REPORT - from WNBW Wash to NBC net; Sun 3-3:30pm; John Steelman, moderator, with government officials as guests; SUSTAINING; PROD-DIR - Ted Ayers WNBW; SCRIPTS - Lou Hazam WNBW; ANNCR - Bob McCormack; DEBUT - Fall 1950; MAY MULTIPULSE - 2.5; (NO SUMMER HIATUS).

COURT OF CURRENT ISSUES - from WABD to DuMont net; Tue 8-8:30pm; Irvin Paul Sulds appears as clerk of the court with 2 authorities and jury of 12 changed each week; SUSTAINING; PKGR-PROD - Sulds; DIR - Wesley Kenney DuM; CASTING - Alice Pentlarge at Sulds; DEBUT - Feb 1948; MAY MULTIPULSE - 1.3; (NO SUMMER HIATUS).

EXCLUSIVE CRIME CLUES - on WPIX only; Mon 8:30-9pm; Harry Brundidge, hosts crime discussion panel with newspapermen & others who have dealt with criminals; SUSTAINING; PROD - Harry Brundidge WPIX; DIR - Al Hartigan WPIX; DEBUT - April 1951; (NO SUMMER HIATUS).

THE FACTS WE FACE - from WTOP-TV Wash to CBS net; Sun 5-5:30pm; Walter Cronkite, MC introduces 1 or 2 gov't officials as guests, who deliver set speeches; SUPERV - Lewis Shollenberger CBS; PROD - Charles von Fremd WTOP-TV; DIR - Charles Hill WTOP-TV; DEBUT - Aug 1950; MAY MULTIPULSE - 3.1; (NO SUMMER HIATUS).

IT'S UP TO YOU - from WCBS-TV to CBS net; Sat 5:30-6pm; Guest star each week discusses defense steps to be taken during atomic attack; documentary & educational films are shown; Produced by CBS in cooperation with Amer Nat'l Red Cross PROD - Bill Workman CBS; DIR - Frances Buss CBS; SCRIPTS - Josephine Lyons & Draper Lewis CBS; DEBUT - May 19 for 13 wks only thru Aug 11. DIR - Herb Sussan - June 16.

MEET THE PRESS - from WNBW Wash to 39 NBC sta plus 4 kine; Sun 4-4:30pm; Martha Rountree, moderator, with Lawrence E. Spivak panel regular, 3 guests; newsmen & 1 "target"; (the panelists are selected according to discussion topic and other guest); SPONSOR - Revere Copper; AGCY - St.George & Keyes; SUPERV - Maubert St. George; PKGR-PROD - Martha Rountree; CO-PROD - Lawrence E. Spivak; DEBUT - Nov 1947; MAY MULTIPULSE - 8.8; PROD - $3,500; (NO SUMMER HIATUS - from Tue June 19 show will be seen twice weekly keeping Sun time & at 8-8:30 Tue; SPONSOR - Sat Eve Post; AGCY - BBD&O).

MRS. ROOSEVELT MEETS THE PUBLIC - from WNBT to NBC net; Sun 3:30-4pm; Eleanor Roosevelt, moderator, with 2 to 4 official or lay guests; SUSTAINING; PKGR - Roosevelt Entprs; PROD - Henry Morgenthau 3d; DIR - Charles Christiansen NBC; SCRIPTS - Morgenthau, Nancy Hyatt, Bob Gill; CASTING - Morgenthau & Elizabeth Ann Tucker; DEBUT - March 1950; MAY MULTIPULSE - 5.2; PROD - Approx $5,500; (SUMMER HIATUS: Last show July 15 - Return indefinite).

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** Straight News Presentations & other Educational Programs are listed on the pages immediately following.

[illegible] PROGRAMS

[illegible] - from [illegible] to 16 MHz via pin 3 wire; [illegible]
[illegible] Theodore Gerald, moderator, discusses algorithms [illegible]
[illegible] - [illegible] Minimum; ADCY - [illegible], [illegible]
[illegible] - Tinsdale Gerald; [illegible] - Carl Hagen REC; [illegible] - [illegible]; [illegible]
[illegible] - 3.5; [illegible] - Agnew [illegible] (In [illegible] [illegible]). Programs in [illegible].

[illegible] - or [illegible] only; [illegible] Jan 8-3:30pm; [illegible] Impalliteri, [illegible]
[illegible] with public officials and private citizens [illegible]
[illegible] - [illegible], [illegible] - [illegible] Rose, [illegible]; [illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible]
[illegible] - [illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible]
[illegible] - [illegible] - [illegible] [illegible] - [illegible] [illegible] - [illegible] [illegible] - [illegible] [illegible]).

[illegible] - from [illegible] Mass to [illegible] and; [illegible] Jan 3-4:30pm; [illegible] Freedman, [illegible]
[illegible] government officials as guests; [illegible] - [illegible]
[illegible] - [illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible] - [illegible] [illegible]).

[illegible] - from [illegible] to [illegible] and; [illegible] [illegible] [illegible] [illegible]
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ON TRIAL - from WJZ-TV to ABC net; Mon 9:30-10pm; John Hicks, anncr; 2 lawyers, 1 witness and 1 judge debate topic of current interest; personnel changes every other week (affirmative debated one week, negative the following); SUSTAINING; PROD - ABC Public Affairs with Bar Assoc of NYC; DIR - Jack Sameth ABC; SCRIPTS - David Levitan NY Bar Assoc; DEBUT - March 1949; MAY MULTIPULSE - 4.1; PROD - Appr $1,500; (NO SUMMER HIATUS).

PENTAGON - WASHINGTON - from WTTG Wash to 6 DuM sta plus 41 kine; Sun 8:30-9pm; 2 reporters interview key military figures; also documentary film clips, bands & entertainers; SPONSOR - OPI, Dept of Defense; SUPERV - Edward Nell Jr OPI; PROD-DIR - Capt Hal Keith USA; DEBUT - May 1951; MAY MULTIPULSE - 2.8 (NO SUMMER HIATUS).

PEOPLE'S PLATFORM - from WTOP-TV Wash to CBS net; Sun 5:30-6pm; Charles Collingwood, chairman, & guests discuss current events; SUSTAINING; PROD - Lewis Shollenberger CBS; DIR - Charles Von Fremd CBS; CASTING - Alma Eichenger CBS; DEBUT - Oct 1949; MAY MULTIPULSE - 3.8; (NO SUMMER HIATUS); Show sponsored previously by Household Finance Corp.

PRESS CONFERENCE - on WOR-TV only; Mon 9-9:30pm; David Snell, moderator, with panel of 4 newspapermen & 1 gov't official as guest; SUSTAINING; PROD - Edythe Meserand & News & Special Features Div WOR-TV; DIR - Roy Meredith WOR; DEBUT - March 1951; (SUMMER HIATUS: Last Mon show June 18 - returns June 27 Wed 8-8:30pm).

UNFINISHED BUSINESS, U.S.A. - on WNBT only; Sun 12:45-1:15pm; Dr. Ethel Alpenfels, coordinator, talks & shows films dealing with human relations; SUSTAINING; PKGR - Y.M.C.A. & Amer Jewish Comm; PROD - Stanley Parlan NBC; DEBUT - Feb 1951; Last show May 27.

VOICE OF THE PEOPLE - on WPIX only; Sun 7:15-8pm; Lowell Limpus, moderator, presides over panel of guests & jury of people having written best letters to "Voice of the People" column in Daily News; SPONSOR - NY Daily News; PROD - Lowell Limpus WPIX; DIR - Mike Meltzer WPIX; DEBUT - June 1948; Last show May 29.

WATCH THE WORLD - from WNBT to NBC net; Sun 2-2:30pm; John Cameron Swayze, narrator, guests & human interest film shorts; SUSTAINING; PROD - Frank McCall NBC; DIR - Martin Hoade NBC; SCRIPTS - Dennis Dalton; FILM ED - Tom Galvin; DEBUT - Feb 1950; (SUMMER HIATUS: Last show June 23 - Return indefinite).

NEWS PROGRAMS

CBS NEWS WITH DOUGLAS EDWARDS - from WCBS-TV to 18 CBS sta; Mon thru Fri 7:30-7:45pm Douglas Edwards, commentator, uses stills, film clips, charts, cartoons; SPONSOR - Oldsmobile; AGCY - D. P. Brother, Detroit; PROD-DIR - Don Hewitt CBS; DEBUT - Feb 1949; MAY MULTIPULSE - 10.4; Oldsmobile will sponsor Mon Wed & Fri only during July Aug & Sept as they did in 1950; Allen Jackson fills in during Doug Edwards vacation. (NO SUMMER HIATUS).

CAMEL NEWS CARAVAN - from WNBT to 26 NBC sta; Mon thru Fri 7:45-8pm; John Cameron Swayze, commentator, using film segments, charts & frequent pick ups from Robt McCormick & David Brinkley, Wash DC, Ed Wallace, Cleveland, Clifton Utley, Jim Hurlbut, Clint Youle from Chi & Ken Banghart, Radcliffe Hall, Don Goddard & Bob Wilson from NY; SPONSOR - Camel Cigarettes; AGCY - Wm Esty; SUPERV - Stan Lomas; PROD - Clarence Thoman NBC; DIR - Ralph Peterson NBC; NEWS ED - Peterson & Art Lodge NBC; DEBUT - Feb 1949; MAY MULTIPULSE - 14.7; (NO SUMMER HIATUS).

DICK McCUTCHEN & THE NEWS - on WOR-TV only;; Mon thru Fri 11-11:15am; SUSTAINING; Dick McCutchen reports the news, uses balops; DIR - Dick Simon; DEBUT - Feb 1951; (NO SUMMER HIATUS).

EVENING EDITION OF THE NEWS - from WABD to DuM net; Mon thru Fri 7:35-7:45pm; Walt Rainey reports the news using film clips, stills, cartoons; SUSTAINING; PROD - Marion Glick DuM; DIR - Harry Coyle DuM; DEBUT - April 1951; (NO SUMMER HIATUS); Rainey replaced Ed Thorgersen May 21.

JOHN WINGATE SHOW - on WOR-TV only; Mon thru Fri 6:45-7pm & Sun 7:30-7:45pm; John Wingate presents the news using balops, 1 news personality guest; PROD-NEWS ED - Wingate; DIR - Louis Friedman WOR; SPONSOR - Miller High Life Beer, Mon Wed Fri only; AGCY - Mathisson & Asso, Milwaukee; DEBUT - Oct 1950; (NO SUMMER HIATUS).

NEWS OF THE NIGHT - on WCBS-TV only; Mon-thru Fri - Mon 11:15-11:30pm, Tu W Th F - 11-11:15pm; Allan Jackson (M Tu Th F) & Winston Burdette (W) present live news commentary with films & balops; SPONSOR - Chevrolet Dealers (M Tu Th F) AGCY - Campbell-Ewald & Palmolive Shave Cream (W) AGCY - Ted Bates; PROD - CBS News; DIR - Ted Marvel CBS; DEBUT - May 1950 (Jackson), May 1951 (Burdette); (NO SUMMER HIATUS).

NEWS WITH PETER ROBERTS - on WNBT only; Mon thru Fri 6:25-6:30pm; Peter Roberts, commentator; SPONSOR - Shell Oil; AGCY - J. Walter Thompson; DIR - Bob Priaulx WNBT; DEBUT - Sept 1950; (NO SUMMER HIATUS).

SUNDAY NEWS SPECIAL - from WCBS-TV to 15 CBS sta; Sun 11-11:15pm; Don Hollenbeck, commentator, uses film, balops; SPONSOR - Norwich Pharmacal Co (Pepto-Bismol); AGCY - Benton & Bowles; SUPERV - Ralph Butler B&B; PROD - CBS News; DIR - Ted Marvel CBS; NEWS ED - Hollenbeck & Alice Weel CBS; DEBUT - Jan 1951; MAY MULTIPULSE - 10.4; (NO SUMMER HIATUS).

TELEFAX NEWS - on WOR-TV only; Mon thru Fri 10-10:30, 1-3:40; Teletype news printed and sent out on screen with background music. Various investment firms sponsor a portion known as "Financial News Report" for 15 min daily; PROD - Frank Dahm; DEBUT - Oct 1949; (NO SUMMER HIATUS).

TELEPIX NEWSREEL - on WPIX only; Sun thru Fri 6:30 & 11pm (8 min per program Mon-Fri; 10 min per program Sun); John Tillman, commentator, with spot news and films that cover events no more than 2 hrs after they occur; SPONSOR - Con Edison Co of NY; AGCY - BBD&O; SUPERV - Hugh Rogers BBD&O; PROD - Walter Engels WPIX; DIR - Lou Florence WPIX; NEWS ED - Marny Nichols; DEBUT - Sept 1949; (NO SUMMER HIATUS).

TOMORROW'S NEWS - on WPIX only; Sun thru Sat 11-11:05pm (approx); John Tillman with the latest news; SPONSOR - Vim Stores; AGCY - Wm Warren, Jackson & Delaney; SUPERV - Stevens P. Jackson; DIR - Conrad Mikorenda WJ&D; Arlyne Grey & Leila Ernst, comm demonstrators; DEBUT - May 1950; (NO SUMMER HIATUS).

TWELVE O'CLOCK HEADLINES - from WABD to DuM net; Mon thru Fri 12-12:15pm; Fred Scott interviews personalities in the news, live news, stills; SUSTAINING; PROD - Marion Glick DuM; DIR - Arnie Nocks; DEBUT - May 1951; (NO SUMMER HIATUS).

WASHINGTON REPORT - from WTTG Wash to DuM net; Tue & Fri 7:45-8pm; Tristram Coffin reports on latest Washington news, interviews gov't officials; SUSTAINING; DIR - Williamson or Roper WTTG; DEBUT - May 1951; (NO SUMMER HIATUS).

WEATHER BY UNCLE WETHBEE - on WNBT only; Mon thru Fri 6:55-7pm; "Tex" Antoine reports on the local weather, explains the weather map, & uses a cartoon character creation to show by his expression what the next day's weather will be; SPONSOR - Con Ed Co of NY; AGCY - BBD&O; SUPERV - Hugh Rogers BBD&O; PROD - Antoine; DIR - John Stearns; DEBUT - Nov 1949; (NO SUMMER HIATUS).

BROADWAY TO HOLLYWOOD - from WABD to 3 DuM sta plus 5 kine; Thur 8:30-9pm; Bill Slater MC, interviews new personality, criticizes books, plays films; 2 singers; SPONSOR - Tydol; AGCY - Lennen & Mitchell; SUPERV - Harry Woodworth L&M; PROD - Ted Hammerstein DuM; DIR - Pat Fay DuM; SCRIPTS - Eddie Higgins; DEBUT - Jan 1950; (NO SUMMER HIATUS).

HEADQUARTERS - NEW YORK - on WNBT only; Sun 1:15-1:30pm; Ben Grauer MC, interviews army personnel in charge of various branches of service, showing different phases of army life & training; also film; SUSTAINING; PROD - 1st Army Pub Rel Office; DIR - Lt. Al Scott, USA; SCRIPTS - Howard Warrick; TECH LIAISON - Capt Don Biondi, USA; DEBUT - May 1951; (NO SUMMER HIATUS).

INDUSTRY ON PARADE - on WNBT only; Sat 1:30-1:45pm; Radcliffe Hall, Bob Wilson alt as MC using special films on current developments in industrial plants; PROD - Nat'l Assn Mfg; DIR - Art Lodge NBC; DEBUT - May 1951; (NO SUMMER HIATUS). NAM distributes the series to numerous other stations on a Spot basis.

IT'S FUN TO KNOW - from WCBS-TV to 17 CBS sta; Mon thru Fri 4:30-5pm; Panel of school children & adult moderator change weekly; SUSTAINING; PKGR-PROD - Frederick Kugel; ASSOC PROD - Stanley Gould at Kugel; DIR - Roy Fowler CBS; CASTING - Charlotte Gordon & Jerome Goodman at Kugel; DEBUT - April 1951; MAY MULTIPULSE - 2.0; (SUMMER HIATUS: Last show June 22 - Return indefinite. Time slot filled by color TV programs).

JACQUELINE SUSANN'S OPEN DOOR - on WABD only; Mon 11-11:30pm; Jacqueline Susann MC with 1 professional guest & 3 "unknowns" who are given career hints; SPONSOR - Sunset Appliances; AGCY - Arnold Cohan; PROD - Geo Scheck DuM; DIR - David Lowe DuM; SCRIPTS - Beatrice Cole; DEBUT - May 1951; (NO SUMMER HIATUS).

JOHNS HOPKINS SCIENCE REVUE - from WAAM Balt to DuM net; Tue 8:30-9pm; Lynn Poole, moderator, introduces doctor or professor showing new developments in the field of science; SUSTAINING; PROD - Johns Hopkins & WAAM; DIR - Anthony Farrar; DEBUT - Oct 1950; MAY MULTIPULSE - 2.8; (SUMMER HIATUS: Last live show June 5; Summer series will consist of 7 kine of previous programs plus 5 live shows; - Return Sept 11).

JON GNAGY SHOW - "DRAW WITH ME" - on WNBT only; Sun 11:45am-12noon; Jon Gnagy, artist MC instructs in drawing technique; SPONSOR - Arthur Brown & Bro; AGCY - Huber Hoge; SUPERV - Cecil Hoge; PKGR - Brown; PROD - Wm Einhorn at Brown; DIR - Wm Reilly NBC; DEBUT - May 1946; (SUMMER HIATUS: Last show May 27 - Returns Sept 2. Show on film from June 3 thru Aug 26).

MARCH OF TIME THROUGH THE YEARS - on WJZ-TV only; Fri 10-10:30pm; John Daly, commentator, with old March of Time film clips; SPONSOR - Chase Nat'l Bank; AGCY - Hewitt, Ogilvie, Benson & Mather; SUPERV - Lou Ergmann, HOB&M; PKGR - March of Time; PROD-DIR - Richard Krolik MOT; FILM ED - Lillian Rixey MOT; DEBUT - Feb 1951; (NO SUMMER HIATUS - Show switches to Mon 8-8:30pm on June 11). Seen on other stations on a Spot basis.

MR. WIZARD - from WNBQ Chi to NBC net; Sat 6:30-7pm; Don Herbert, MC & Bruce Lindgren, public service health show, entertainment with subjects related to nutrition, science, etc.; SUSTAINING; PROD - Cereal Inst & NBC; DIR - Larry Auerbach NBC; DEBUT - March 1951; MAY MULTIPULSE - 3.8; (NO SUMMER HIATUS - Show had been in 5-5:30pm time slot until May 26).

MUSICAL PLAYTIME - on WNBT only; Sun 12:30-12:45pm; Leon Barzin explains musical instruments to school children who write in for appearance; occasionally children play instruments; SUSTAINING; PROD - Alan Handley NBC & National Orchestra Assoc; DIR - Bob Wilbur NBC; DEBUT - March 1951; (NO SUMMER HIATUS).

THE NATURE OF THINGS - from WPTZ-TV Phila to 11 NBC sta; Sat 5:30-5:45pm; Dr. Roy K. Marshall, host, leads science discussion & demonstration presented for laymen; SUSTAINING; PKGR-PROD - Dr. Marshall WPTZ; DEBUT - Jan 1949; MAY MULTIPULSE - 4.4; (NO SUMMER HIATUS).

OUTDOORS UNLIMITED - on WOR-TV only; Tue 8:45-9pm; Rea King & Kenneth Morrison MCs with 1 or 2 guests use films on outdoor wildlife produced in cooperation with Nat'l Audobon Soc; PROD - Edythe J. Meserand WOR & Nat'l Audobon Soc; DIR - Roger Bower WOR; DEBUT - April 1951; (NO SUMMER HIATUS).

TREASURES OF NEW YORK - on WNBT only; Sat 12noon-12:30pm; John Kieran MC talks of points of interest in NY, using films; SUSTAINING; PROD - Alan Handley NBC; DIR - John Chapin NBC; SCRIPTS - Margaret Roberts; DEBUT - Mar 1951; (SUMMER HIATUS: Last show June 23 - Return indefinite).

UN STAMP CLUB - on WNBT only; Sat 1-1:30pm; Jeff Sparks MC; educational discussion of stamps and hobbies with children of UN delegates, 1 adult guest, usually gov't or UN official; SUSTAINING; PROD-DIR - George Wallach NBC; UN SUPER Emery Kelem; DEBUT - July 1950; Last show May 19.

VACATION WONDERLAND - from WNBT to NBC net; Mon thru Fri 3:15-3:30pm; Dick Joseph, commentator, uses travel & historical films with guests doing narration; SUSTAINING; PROD-DIR - Caroline Burke NBC; SCRIPTS - Rick Fredericks; DEBUT - Jan 1951; MAY MULTIPULSE - 3.4; Last show May 11.

YESTERDAY'S NEWSREEL - on WJZ-TV only; Fri 8:15-8:30pm; (film) Glenn Riggs, Charlotte Manson, Warren Sweeney & Bill Slater narrate old newsreels; SPONSOR - P. Lorillard (Muriel Cigars); AGCY - Lennen & Mitchell; PKGR-PROD - F. Ziv; DEBUT - Jan 1951; (NO SUMMER HIATUS - On Mon June 25 changes to 7:15-7:30pm).

YOUR PET SHOW - on WPIX only; Mon 5-5:30pm; Milo Pearsall, dog trainer, conducts classes; SPONSOR - Flag Pet Food; AGCY - Wm Warren, Jackson & Delaney; SUPERV-PROD - Jack Bucholtz WJ&D; DIR - Al Hartigan WPIX; DEBUT - Jan 1951; (NO SUMMER HIATUS).

RELIGIOUS PROGRAMS

THE CIRCUIT RIDER - from WJZ-TV (closed circuit) to 30 ABC sta via kine; Mon 11-11:30pm; Rev. George Pigueron, MC & Rex Marshall, narrator use professional actors in dramatic sketch, famous political figures, bands, choir; SPONSOR - America For Christ; AGCY-PKGR - Turner & Dyson; SUPERV-PROD - Franklyn Dyson; DIR-CASTING - Babette Henry; SCRIPTS - Stanley Silverman; DEBUT - March 1951; MAY MULTIPULSE - 3.2; (SUMMER HIATUS: Last show May 6 - Return indefinite).

FAITH FOR TODAY - from WJZ-TV to 6 ABC sta plus 4 kine; Sun 12:30-1pm; Rev. W.A. Fagal gives sermon, preceded by dramatic sketch, Gospel singers, male quartet; SPONSOR - Seventh Day Adventists; AGCY-PKGR - Western, LA Calif; PROD - Rev. Fagal & Elaine Giddings; DIR - H. Liveright ABC; SCRIPTS - E.Giddings; DEBUT - May 1950; MAY MULTIPULSE - 2.1; (NO SUMMER HIATUS:- During summer, show will go to 5 live & 5 kine; During summer will use 3 kine of former programs & Voice of Prophecy group will replace regulars for 4 weeks).

** We are not permitted to publish local ratings, only Multi Market

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LAMP UNTO MY FEET - from WCBS-TV to 8 CBS sta plus 5 kine; Sun 6-6:30pm; Dr. Geo Crothers, moderator & panel of religious leader & guests; also dramatic sketches; PROD-SCRIPT ED - Isabel Redman; DIR - Peter Frye; SCRIPTS - Allan Sloane, Palmer Thompson, Felix Leon, Rafael Hayes; CASTING - Redman-Frye; MUSIC - Fred Feibel at the organ; DEBUT - Nov 1948; APRIL MULTIPULSE - 3.2; (NO SUMMER HIATUS - Martin Magner took over as director on April 1).

MORNING CHAPEL - from WABD to WNHC New Haven only; Mon thru Fri 10:15-10:30am; Highlight services of different faith each day (M Tu Th - Nat'l Council of Churches, W - Con Frat of Christian Doctrine, F - Amer Jewish Council); SUSTAINING; PROD - WABD & Fed Council of Churches of Amer; DIR - Arny Nocks DuM; ASSOC DIR - Jim Nimmo DuM; DEBUT - Nov 1948; (NO SUMMER HIATUS).

SONG TIME - on WJZ-TV only; Sat 6:30-7pm; Evangelist Jack Wyrtzen MC-'Preacher'; Norman Clayton, organist, Word of Life Quartet, Carlton Booth, tenor soloist, Virginia Gilbert, soprano soloist, guests who give soul saving testimony; SUSTAINING; PKGR - Word of Life; PROD - Jack Wyrtzen WOL; DIR - Richard Depew ABC DEBUT - 1948; (SUMMER HIATUS: Last show May 26 - Return indefinite).

YOUTH ON THE MARCH - from WFIL-TV Phila to 9 ABC sta plus 3 kine; Sun 10:30-11pm; Rev. Percy Crawford & musical & choral groups from Young People's Church; SPONSOR - Young People's Church of the Air; AGCY - J.M. Camp, Phila; DEBUT - Oct 1949; MAY MULTIPULSE - 2.7; (NO SUMMER HIATUS).

HOMEMAKING PROGRAMS

ARMCHAIR SHOPPING - on WABD only; Mon thru Fri 10:30-11am; Pat Neighbors & Jack Terry, hosts, display merchandise which viewers can order by mail, presented primarily as a shopping service; SPONSOR - TV Dept Stores; AGCY - Albert Frank Guenther Law; PROD - Bob Day AFGL; DIR - Dave Davidow DuM; DEBUT - Jan 1951; (NO SUMMER HIATUS).

BABY SITTER - on WABD only; Mon thru Fri 10-10:30am; Pat Meikle MC, drawing instruction, manual arts, etc. to entertain children; SUSTAINING; PROD - Hal Cooper DuM; DIR - Don Rosenquist DuM; (SUMMER HIATUS: Last show May - return indefinite).

THE BETTER HOME SHOW - on WJZ-TV only; Sat 6:30-7pm; Norman Brokenshire with household hints; SPONSOR - Anthracite Inst for Penna Anthra Coal; AGCY - J. Walter Thompson; PROD - David A. Lown ABC; DIR - Fred Carr ABC; SCRIPTS - Edwin McIntyre; DEBUT - Nov 1950; (NO SUMMER HIATUS) Originally show was from 6:30-7pm Fri until Jan 5, then 10:30-11pm Fri until May 5.

BETTY CROCKER SHOW - from WCBS-TV to 17 CBS sta plus 2 spots (film); Tue & Thur 3:30-4pm; Adelaide Hawley, hostess-commentator; SPONSOR - General Mills; AGCY - BBD&O; SUPERV - Carroll Jones & Al Ward BBD&O; PKGR - Video Varieties; PROD - Al Ward BBD&O; DIR - Martin Henry, VV; SCRIPT ED - Gabriel Bayz BBD&O; CASTING - Harry Rudder; DEBUT - Nov 1950; MAY MULTIPULSE - 3.9; (NO SUMMER HIATUS - Former films will be repeated during summer).

BRINGING UP MOTHER - on WNBT only; Mon thru Fri -10:45-11am; Ray Barrett MC, with guest child experts & films; SUSTAINING; PROD - Phyllis Adams NBC; DIR - Hal Raywin NBC; SCRIPTS - John Springer NBC; DEBUT - May 1951; (NO SUMMER HIATUS).

COOK & WIN WITH POPPY CANNON - on WJZ-TV only; Tue & Thur 4:30-4:45pm; SPONSOR - Hygrade Foods; AGCY - Brooke, Smith, French & Dorrance, Detroit; PROD - Charles Furey ABC; DIR - Herman Liveright ABC; DEBUT - March 1951; (SUMMER HIATUS: Last show July 5 - Return indefinite).

LADY UNDER MY BED - from WCSS-TV to 8 CBS sta plus 3 Mtns; Sun 6-6:30pm; Dr. Gen (Gordons, moderator & panel of religious leaders & guests; also dramatic sketches; PRCD-SCRIPT CO - Indsl Films; LTP - Inter Type; SCALIT - Allen Sloane, Palmer Thompson, Leila Lacy, Rafael Reyes; CAMPBELL - Modern-Type; MUSIC - Fred Fetzel at the organ; DIRECT - Dev Lund; ADVTG MANUFACTURE - 3.5; (No SPONSOR HIATUS - Martin Magner took over as director on April 1).

MORNING CHAPEL - from WABC to WNBC Mon Seven only; Mon thru Fri 10:15-10:30am; Highlight sermons of different faith each day (M Jn Th - Meth) Council of Churches, W - Cos Brat of Christian Martine, F - Amer Jewish Council); SPONSORSHIP: PROD - WNBC & Nat Council of Churches of Amer; DIR - Arty Moore Tem; MUSIC DIR - Jim Mimo Lym; DIRECT - Nov 1949; (NO SUMMER HIATUS).

OPEN TIME - on WLW-TV only; Sat 6:30-7pm; Evangelist Jack Wyrtzen MC-'Crusader'; Norman Clayton, organist, Word of Life Quartet, Gaston Booth, tenor soloist, Virginia Gilbert, soprano soloist, guests who give good serving testimony; SPONSORSHIP: PROD - Word of Life; PROD - Jack Wyrtzen MGR; DIR - Richard Lapey ASC; DIRECT - 1949; (SUMMER HIATUS: Last show May 28 - Summer indefinite).

SPORTS ON THE MARCH - from WTTV-TV India to 9 MBC sta plus 3 Mtns; Mon 10:30-11pm; Inv, Proxy (Pawtucket & Marion) & special guests from Young Men-plate Chapel, SPONSOR - Young People's Church of the Air; AGCY - J.M. Camp, Smith; TEAM - Don Lyons; MAT MANUFACTURE - 2.7; (NO SUMMER HIATUS).

SUSTAINING PROGRAMS

SPECIAL EDITION - on WABC only; Mon thru Fri 10:5-11am; Pat Weightman & Jack Terry, hosts, display merchandise which viewers can order by mail, presented primarily as a shopping service; SPONSOR - Vt Inst Stores; AGCY - Albert Frank Guenther Law; PROD - Bob Jay ATR; DIR - Dave Davidow TEM; DIRECT - Jan 1951; (NO SUMMER HIATUS).

TAXI STATION - on WABC only; Mon thru Fri 10-10:10am; Pat Weight MC, dramatic in-structions, travel arts, etc. to enterprising children; SPONSORSHIP: PROD - Nat Cooper Dev; DIR - Bob Abernathy Dev; (SUMMER HIATUS: Last show May - re-turn indefinite).

THE MATTER HOME SHOW - on WLW-TV only; Sat 6:30-7pm; Norman Rosenwalle with Moneybold Blake; SPONSOR - Interstate Inst for Young Ladies Coal; AGCY - A. Walter Thompson; PROD - David A. Lowe ATR; DIR - Fred Cure ASC; SCRIPTS - Edwin Matthews; DIRECT - Nov 1950; (NO SUMMER HIATUS) originally show was from 6:30-7pm Mat until Jan 3, then 10:30-11am ET until May 5.

THEATRE SPORTSMAN SHOW - from WCBS-TV to 11 CBS sta plus 2 sports (film); Tue 6 Thur 6:30-7pm; Adelaide Hailey, Ken Nan-commentator; SPONSORS - General Mills; AGCY - MCCANN; SUPERV - Carroll Jones & Al Ward SCRIPT; PROD - Video Artists; PROD - Al Ward TEMP; DIR - Martin Moore, VT; SCRIPT ED - Gerald Ray SPORT; DIRECTOR - Barry Kinder; DIRECT - Nov 1950; MAT MANUFACTURE - 3.5; (NO SUM-MER HIATUS - Former title will be changed during summer).

SECRETARY OF MOTHER - on WCBS only; Mon thru Fri 10:30-10:45am; Ray Lawrence MC, with guest celeb experts & films; SPONSORSHIP: PROD - Phyllis Alex-ER; DIR - Ned Davis ATR; SCRIPTS - John Kirkpatr TEM; DIRECT - Nov 1951; (NO SUMMER HIATUS).

GOOD & MIN WITH FORTY CANDOR - on WLW-TV only; Tue & Thur 4:30-4:45pm; SPONSOR - Kyrene Foods; AGCY - Zemeke, Berlin, Fenton & Smith, Detroit; PROD - Charles Jimmy ATR; DIR - Steven Lawrence ATR; DIRECT - March 1951; (SUMMER HIATUS: Last show July 3 - Summer indefinite).

DIONE LUCAS SHOW - on WJZ-TV only; Mon Wed Fri 12:30-1pm; Mrs. Lucas MC with cooking demonstrations & hints; SPONSOR - Participating; PROD - Art Modell ABC; DIR - Seymour Robbie; DEBUT - May 1950; (NO SUMMER HIATUS - Don Medford takes over as director June 25; show on kine during July while Mrs. Lucas is on vacation). Part of "Market Melodies" show.

FOR YOUR INFORMATION - from WABD to 5 DuM sta; Mon thru Fri 12:15-12:30pm; Mrs. Helen Faith Keane gives general advice with help from guest experts on listeners' questions; SUSTAINING; PROD SUPERV - Duncan MacDonald; DIR - Keith Thomas DuM; DEBUT - May 1951; (NO SUMMER HIATUS).

FUN WITH FOOD - on WJZ-TV only; Fri 2-2:30pm; Karen Sage demonstrates kitchen techniques; SPONSOR - Participating; PROD - Art Modell ABC; DIR - Seymour Robbie ABC; DEBUT - Jan 1951; (NO SUMMER HIATUS). Part of "Market Melodies".

HOME GARDENER - on WJZ-TV only; Thur 10:30-11pm; Step by step advice is given to amateur gardeners on how and when to play fruits and vegetables for home consumption; PKGR-PROD - Phil Alampi ABC; DIR - Fred Carr ABC; DEBUT - April 1950; (NO SUMMER HIATUS).

HOMEMAKERS' EXCHANGE - from WCBS-TV to 21 CBS sta; Mon thru Fri 4-4:30pm; Louise Leslie & Eveline Stohr, hostesses, demonstrate household equipment, give hints, occasional celebrity guests & food experts; SPONSOR - Participating PKGR-PROD - W.S.Harvey & Eleanor Howe; DIR - W.S.Harvey; DEBUT - Oct 1949; MAY MULTIPULSE - 2.6; (NO SUMMER HIATUS).

INTERNATIONAL CHEF - on WPIX only; Mon 1:30-2:30pm; Maj. Geo Haig & Dick Bell,hosts; cooking demonstrations using world wide recipes, also 1 housewife guest demonstrating own favorite recipe; SPONSOR - Hearn's Dept Store; AGCY - Furman & Feiner; SUPERV - Norman Furman; PKGR - Videocast Prod'ns & Dick Bell; PROD - Jay Modell VP; DIR - Mike Meltzer WPIX; DEBUT - April 1951; Last show July 2 - Program moves to WOR-TV on July 10, Tue & Thur 1:30-2pm; SPONSOR - Associated Food Stores.

JOSEPHINE McCARTHY SHOW - on WNBT only; Mon thru Fri 11-11:30am; Josephine McCarthy gives cooking hints & demonstrations; SPONSOR - Participating; PKGR - Mole-Lee; PROD - Jack Mole; DIR - John Chapin NBC; DEBUT - April '50; (NO SUMMER HIATUS).

KATHI NORRIS SHOW - on WNBT only; Mon thru Fri 1-2pm; Kathi Norris MC, gives shopping news & hints, interviews interesting personalities; SPONSOR - Participating; PKGR - Stark-Layton; PROD - Babs Doniger of Kathi Norris Inc; DIR - Hugh McDermott; DEBUT - May 1950; (NO SUMMER HIATUS).

KITCHEN KAPERS - on WJZ-TV only; Mon thru Fri 11:30-12noon; Tiny Ruffner MC, recipe contests, listener partic, prizes; SPONOSR - Partic; PKGR-PROD - Bob Bories; DIR - Seymour Robbie ABC; DEBUT - Sept 1950; (NO SUMMER HIATUS).

LADIES DAILY - on WJZ-TV only; Mon thru Fri 11-11:30am; Walter Herlihy, commentator, reads household hints, Bible quotations, sayings, recipes, news bulletins from tel-op roll; SPONSOR - Participating; PROD - Scott Cunningham ABC; DEBUT-Feb 1951; (NO SUMMER HIATUS).

MARKET MELODIES - on WJZ-TV only; Mon 1-2:15pm, Tue & Thur 1:15-2:30pm, Wed 1-2:30pm, Fri 1-2pm; Miss Sydney Smith & Walter Herlihy, MCs with guest interviews, household hints, cooking demonstrations; SPONSOR - Participating; PKGR - Modell & Harbruck; PROD - Art Modell ABC; DIR - Seymour Robbie; DEBUT - May 1949; (NO SUMMER HIATUS - Don Medford directs from June 25; Tu & Th 1-2:30 after June 28).

NOW YOU'RE COOKING - on WOR-TV only; [illegible] ton, MCs with 3 housewives competing to prepare a given dish - guest chef is judge; SPONSOR - Hygrade Foods; AGCY - Brooke, Smith, French & Dorrance, Detroit; PROD-DIR - Mende Brown WOR; DEBUT - Jan 1951; Last show April 5.

SALLY SMART'S KITCHEN - on WOR-TV only; Mon Wed Fri 10:30-11am; Nancy Rowe as Sally Smart handles food and cooking demonstrations; SPONSOR - Participating; PKGR-PROD - Modern Home Service; DIR - Jerry Fr edman WOR; DEBUT - Oct 1950; (NO SUMMER HIATUS - From June 22 will be on 11:30am-12noon).

SHOPPERS' CORNER - on WABD only; Tue & Fri 11:45am-12noon; Milo Boulton & Jacqueline Susann, chatter, shopping hints, 1 celebrity guest interview; SPONSOR - Sears, Roebuck; AGCY - Keystone; PKGR - Nelson Prod'ns; PROD-DIR - Raymond F. Nelson; DEBUT - March 1951; (SUMMER HIATUS: Last show June 29 - Return indefinite).

SHOPPERS' SHOWCASE - on WNBT only; Mon thru Fri 11:30-11:45am; Don Pardo, announcer, voice off-camera as listeners view merchandise; SPONSOR - Gimbel's; PROD - Ted Broido NBC; DIR - John Chapin NBC; DEBUT - April 1951; Last show June 8.

SUSAN ADAMS' KITCHEN FAIR - on WABD only; Mon thru Fri 11-11:30am; Susan Adams, MC, interviews guests, gives homemaking and cooking hints; SPONSOR - Participating; PROD - Bob Loewi in assn with Don Ross DuM; DIR - M. James Saunders DuM; DEBUT - Jan 1950; (NO SUMMER HIATUS).

TV SHOPPERS' REVUE - on WOR-TV only; Mon thru Fri 12noon-1pm; Bob Hopkins, MC, with Jo Hurt, singer & Dave Ballantine in variety show interspersed with shopping hints from Bamberger's Dept Store; SPONSOR - Bamberger's; AGCY - Enders; PROD - Dave Yellin at Enders; DIR - Mel London WOR; DEBUT - Apri 1951; (NO SUMMER HIATUS).

YOUR TELEVISION SHOPPER - on WABD only; Mon thru Fri (M W Th 11:30-12noon, Tu & Fri 11:30-11:45am); Maggie Johnson, MC, with shopping hints & suggestions; SPONSOR - Participating; PROD - Duncan MacDonald DuM; DIR - Wes Kenney DuM; DEBUT - May 1950; (NO SUMMER HIATUS - Effective July 2, time will be 11:30am-12noon Mon thru Fri).

DAYTIME - AUDIENCE PARTICIPATION

BRIDE & GROOM - See AUDIENCE PARTICIPATION - Page 21.

DATE IN MANHATTAN - on WNBT only; Mon thru Fri 12noon-1pm; Ed Herlihy, MC, with Lee Sullivan, tenor, Cy Coleman Trio, occasional guests & Ethel Thorsen who does fashion bit with models; SPONSOR - Participating (Savarin Coffee, Gimbel's, Broadcast Brand, Rex Cleaner, RKO); PROD-CASTING - George Wallach NBC; DIR - Dwight Hemion NBC; SCRIPTS - Jeff Selden NBC; DEBUT - May 1950; (NO SUMMER HIATUS).

FINDERS KEEPERS - on WNBT only; Mon thru Fri 2-2:30pm; Todd Russell, MC, guest contestants try to find errors in staged tableaux; SUSTAINING; PKGR-PROD - Maggy Fisher; DIR - Hal Rayburn NBC; SCRIPTS - Stephen Krantz; MUSIC - Roy Roth at organ; DEBUT - April 1951; (NO SUMMER HIATUS).

IT'S IN THE BAG - on WABD only; Thur 1:30-2pm; Don Russell, MC, The Jesters, musical group, Joy Kent & Arline James, vocalists all participate in charades, guest participants wint electrical appliances as prizes; SUSTAINING; PKGR Package Shows; PROD - Wm Von Zehle PS; DIR - Bill Seeman DuM; SCRIPTS - Keith Quigley; MUSIC DIR - Red Latham; DEBUT - Nov 1950; (SUMMER HIATUS: Last show June 7 - Return indefinite).

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O.K. MOTHER - from WABD to 3 sta DuM; Mon thru Fri 1-1:30pm; Dennis James, MC, & female audience participants in games, etc. with prizes; SPONSOR - Sterling Drugs (Phillips Milk of Magnesia, Bayer Asperin, Lyons Tooth Paste, Campho-Phenique); AGCY - Dancer-Fitzgerald-Sample; SUPERV - George Tormey, D-F-S; PROD - Aaron Steiner DuM; DIR - Lou Sposa DuM; DEBUT - Nov 1948; (NO SUMMER HIATUS).

REMEMBER THIS DATE - from WNBT to NBC net; Tue & Thur 3:30-4pm; Bill Stern, MC, & Jet MacDonald, vocalist, with viewers writing in their reason for remembering a certain date; best letters win an appearance and participation inthe quiz; SUSTAINING; PKGR-PROD - Louis Cowan; DIR - Don Hillman, NBC; SCRIPTS - Jean Heaton; MUSIC - Murray Roth; DEBUT - Nov 1950; MAY MULTIPULSE - 3.5; (SUMMER HIATUS: Last show June 28 - return indefinite).

RUMPUS ROOM - from WABD to 2 DuM sta; Mon thru Fri 12:30-1pm; Johnny & Penny Olsen conduct games with prizes for women & children; SPONSOR - Premier Foods; AGENCY - Peck; SUPERV - Art Daly, Peck; PROD - Don Blauhut at Peck; DIR - Harry Coyle DuM; MUSIC - Bob Greiner at organ; ANNCR - Bob Mauer; DEBUT - Dec 1948; (NO SUMMER HIATUS).

STRIKE IT RICH - from WCBS-TV to 24 CBS sta plus 23 kine; Mon thru Fri 11:30am-12 noon with Warren Hull as MC & audience participants in a quiz show with cash prizes; SPONSOR - Colgate on M-W-F (Vel & Super Suds thru Wm Esty; Colgate Dental Cream & Palmolive Soap thru Ted Bates); PROD - Walt Framer CBS; DIR - Matthew Harlib CBS; SCRIPTS - Joseph Gottleib; MUSIC - Bert Buhrman; DEBUT - May 1951; MAY MULTIPULSE - 2.3; (NO SUMMER HIATUS).

TELEPHONE GAME - on WCBS-TV only; & other local spots; Mon thru Fri 11:05-11:30am; Rusty Arden & George Bryan quiz viewers matching their telephone or social secutiry numbers against key letters; SPONSOR - Participations (Liquinet, Gold Seal Wax, 7 Up, Olive Conditi); AGENCY - Carlo Vinti & Ted Bernstein; PKGR & PROD - Harry S. Goodman; DIR - Rick Leighton CBS; DEBUT - May 1949 on WJZ-TV; switched to WCBS-TV on Feb 26, 1951.

DAYTIME - BEAUTY PROGRAMS

BUSTER CRABBE'S GYM CLASS - on WOR-TV only; Mon thru Fri 10:30-11am; Buster Crabbe demonstrates health and calisthenic techniques; SUSTAINING; PROD - Crabbe & Bob Bundy GAC; DIR - Mende Brown WOR; DEBUT - April 1951; Last show June 22.

CLAIRE MANN GLAMOUR SHOW - on WJZ-TV only; Mon 2:15-2:30pm; Claire Mann with health and beauty hints & interviews; SPONSOR - Buitoni & Torino on alt weeks; AGCY - Carlo Vinti; PROD - Claire Mann; DIR - Ed Nugent; DEBUT - April 1951; (NO SUMMER HIATUS).

ETHEL THORSEN SHOW - on WCBS-TV only; Wed 1:15-1:30pm; Ethel Thorsen & Herb Polesie and a panel of 3 guests comment on current fashions; SPONSOR - S. Klein's; AGCY-PKGR - Reiss Advtg; PROD - Gary Stevens; DIR - Rick Leighton or Jon Fogel CBS; DEBUT - March 1951; (NO SUMMER HIATUS).

FASHION MAGIC - from WCBS-TV to 17 CBS sta plus 5 kine; Mon & Fri 3:30-4pm; Arlene Francis interviews fashion experts; SPONSOR - International Latex; AGENCY - Foote, Cone & Belding; PKGR - Martin Goodman; PROD - Stanley Poss CBS; DIR - Dan Levin CBS; DEBUT - Nov 1950 with Ilka Chase(handled by Affiliated Artists); On June 22, the program changes to Tue & Sat 11-11:30am - 11 CBS sta plus 20 on kine.

**MULTIPULSE - is our abbreviate for Multi-Market Pulse ratings, which are the weighted averages of the various markets in which respective programs are carried. No local ratings are cited.

MEADOWS' BEAUTY FORUM - on WOR-TV only; Tue & Thur 11:30am-12noon; Ed Meadows gives beauty hints, answers letters, interviews guests; SPONSOR - Participating; PROD-DIR - Roger Bower WOR; DEBUT - Feb 1951; (NO SUMMER HIATUS).

DAYTIME - VARIETY PROGRAMS

THE BERT PARKS SHOW - from WNBT to 39 NBC sta; Mon Wed Fri 3:30-4pm; Bert Parks, MC, with The Heathertones & Betty Ann Grove, singers; SPONSOR - General Foods (Jello Products, Minute Rice, Swans Down Cake Flour & Devils Food Mix, Birds Eye Orange Juice); AGCY - Young & Rubicam; SUPERV - Marv Harris Y&R; PKGR - Louis Cowan; PROD-CASTING - Sherman Marks at Cowan; DIR-SCRIPTS - Paul Harrison & Berni Gould; MUSIC - Bobby Sherwood, instrumentalists; DEBUT - Sept 1950; MAY MULTIPULSE - 5.7; (SUMMER HIATUS: Last show June 29 - Returns Aug 27).

BUDDY ROGERS SHOW - on WOR-TV only; Mon thru Fri 1-1:30pm; Buddy Rogers & 3-minute Snader musical shorts, guests; SPONSOR - Participating; AGCY - Product Advertising Corp; SUPERV - Harry Pertka; PKGR - Gainsborough Assoc; PROD - Mike Jablons; DIR - Nat Rudich; SCRIPTS-CASTING - Shirley Graf; DEBUT - Feb 1951; (NO SUMMER HIATUS).

GARRY MOORE SHOW - from WCBS-TV to 39 CBS sta; Mon thru Fri; 1:30-2:30pm; Garry Moore, MC, with Denise Lor, Ken Carson & guests; SPONSOR - Standard Brands (Instant Chase & Sanborn & Tenderleaf Tea) Mon Wed Fri 1:45-2pm, AGCY - Compton; Chris Hansen Labs (Junket) Thur 1:45-2pm, AGCY - McCann-Erickson, Procter & Gamble (Duz & Ivory) Mon thru Fri 2-2:15pm, AGCY - Compton; R.J.Reynolds (Cavalier Cigarettes) Mon Wed Fri 2:15-2:30pm, AGCY - Esty; Quaker Oats, Tue & Thur 2:15-2:30pm AGCY - Price, Robinson & Frank, Chicago (after July 10 Thur only); PROD-CASTING - Herbert Sanford CBS; DIR - Clarence Schimmel CBS; SCRIPTS - Vincent Bogert; DEBUT - Oct 1950; MAY MULTIPULSE - 5.6; (NO SUMMER HIATUS).

KATE SMITH SHOW - from WNBT to 57 NBC sta (up to 24 on kine); Mon-Fri; 4-5pm; Kate Smith, MC, sings, variety guests, dramatic sketches; SPONSOR - Procter & Gamble (Dreft & Oxydol) Mon thru Fri 4-4:15pm; Corn Prod Ref Mon 4:15-4:30; Simmons Tue 4:15-4:30; Jergen's Lotion Wed & Fri 4:15-4:30; Amer Home Prod Thur 4:15-4:30; Cheseborough Mon 4:30-4:45; Corn Prod Ref Tue 4:30-4:45; Durkee's Wed 4:30-4:45; Minute Maid Thur 4:30-4:45; Hazel Bishop Fri 4:30-4:45; Hunt Foods Mon thru Fri 4:45-5pm; PROD - Barry Wood NBC; DIR - Greg Garrison, Alan Neuman, Doug Rodgers NBC; CASTING - Stan Scottland, Tony Ford MCA; DEBUT - Sept 1950; MAY MULTIPULSE - 11.7; (SUMMER HIATUS: Last show June 22 - Return Sept 10).

OH, KAY! - from WENR-TV Chi to ABC net; Sat 11-11:30am; Kay Westfall, MC, has housewife & celebrity guests, women's newspaper, male singer & pianist; SUSTAINING; PROD-DIR - Don Schuffman ABC; DEBUT - Feb 1951; MAY MULTIPULSE - 3.9; (NO SUMMER HIATUS). Was alt. Sat until May 5.

THE REAL McKAY - on WCBS-TV only; Mon thru Fri 6-6:30pm; Jim McKay, MC, with Mac Perrin, Peggy Ann Ellis, Sondra Lee, the Milt Green Quartet; SPONSOR --Participating; PROD-DIR - Ned Cramer CBS; DEBUT - Aug 1950; (NO SUMMER HIATUS - Original show time was 2:30-4pm, several time changes, most recent April 2).

STEVE ALLEN SHOW - from WCBS-TV to CBS net; Mon thru Fri 12-1pm; Steve Allen, MC, with Florian Zabach, guests; SUSTAINING; PROD-CASTING - Al Span; DIR - Fred Kelly CBS; DEBUT - Dec 1949; MAY MULTIPULSE - 3.5; (NO SUMMER HIATUS - Show time was originally 7-7:30pm, several changes to latest on May 7).

TED STEELE SHOW - on WPIX only; Mon thru Fri 2-5pm; Ted Steele, MC, plays organ, piano, sings, interviews celebrity & other guests, fashion & food hints; SPONSOR - Participating; PROD-DIR-CASTING - Ted Estabrook WPIX; DEBUT - May 1950; (NO SUMMER HIATUS).

TIME FOR ERNIE - from WPTZ Phila to NBC net; Mon thru Fri 3:15-3:30pm; Ernie Kovacs, MC-comic, with a variety of "mad-cap" guests; SUSTAINING; PROD-SCRIPTS - Ernie Kovacs WPTZ; DIR - Joe Behar; DEBUT - May 1951; (NO SUMMER HIATUS - Replaces "Kukla, Fran & Ollie" July 2 thru Aug 24 7-7:30pm).

DAYTIME - INTERVIEW PROGRAMS

THE FITZGERALDS - on WJZ-TV only; Mon thru Fri 2:30-3pm; Ed & Pegeen Fitzgerald, MCs, interview guest celebrities; with Collins Driggs, organist (M, W,F) & Paul Arnold, vocalist-guitarist (Tu & Th): SPONSOR - Participating; PKGR-CASTING - The Fitzgeralds; PROD - John Hade ABC; DIR - Court Steen; DEBUT - Aug 1948; (NO SUMMER HIATUS).

KLEIGLIGHTS & FOOTLIGHTS - on WNBT only; Mon thru Fri 11:45am-12noon; Ben Grauer,MC talks about showbusiness, films & interviews, calls home viewers; PROD - Phyllis Adams NBC; DIR - Bill Harbach NBC; DEBUT - April 1951; (NO SUMMER HIATUS).

LARAINE DAY SHOW - from WJZ-TV to 13 ABC sta plus 17 kine; Sat 1-1:30pm; Laraine Day, MC, interviews guests, Bill Harrington & Trio, regular musicians; SPONSOR - Northam Warren (Cutex & Odorono); AGCY - J. M. Mathes; SUPERV - Read Wight JMM; PKGR - Agents TV Corp; PROD - Ted Kneeland; DIR - Eddie Nugent ABC; CASTING - Jack Lawrence ATC; DEBUT - May 1951; MAY MULTIPULSE - 5.9; (NO SUMMER HIATUS).

MARGARET ARLEN SHOW - on WCBS-TV only; Mon thru Fri 1-1:30pm; Margaret Arlen, MC, interviews guests from various fields; SPONSOR - Participating; PROD - Margaret Arlen CBS; DIR - Vern Dimond CBS; DEBUT - Nov 1950; (NO SUMMER HIATUS - has been on various time spots).

MEET YOUR COVER GIRL - from WCBS-TV to CBS net; Thur 3:30-4pm; Robin Chandler, MC, interviews cover girls who demonstrate their talent, also fashion show; SUSTAINING; PKGR-PROD - Stanley Poss CBS; DIR - Frank Satenstein CBS; MUSIC - CBS pianist; DEBUT - Oct 1950; MAY MULTIPULSE - 2.3; (NO SUMMER HIATUS).

SAWYER VIEWS HOLLYWOOD - See INTERVIEW PROGRAMS - Page 23.

SUCCESS STORY - on WJZ-TV only; Tue & Thur 2:15-2:30pm; Betty Furness, MC, interviews successful professional people; SPONSOR - International Silver Co. AGCY - Young & Rubicam; SUPERV - Wes McKee Y&R; PKGR-PROD-CASTING - Lester Lewis; DIR - Herman Liveright ABC; SCRIPTS - Leonard Levinson; DEBUT - Jan 1951; (SUMMER HIATUS: Last show June 28 - Return indefinite).

VANITY FAIR - from WCBS-TV to 17 CBS sta; Mon,Wed,Fri 2:45-3:30, Tu & Th 4:30-5pm; Dorothy Doan or Robin Chandler & guests....discuss fashions, politics, decorating, hobbies; PARTICIPATIONS (Wed 3:20-3:30pm - Marlene Hair Shampoo; AGENCY - O'Neill, Larson & McMahon, Chicago;) PROD - Dorothy Doan; DIR - Frances Buss, Dan Levin & Rai Purdy - Jack Gage from June 1; SCRIPTS - Virginia Schone, Shirley Reeser, Marcia Durant; DEBUT - Oct 1948; MAY MULTIPULSE - 3.0; (NO SUMMER HIATUS).

CHILDREN'S PROGRAMS

ACROBAT RANCH - from WENR-TV Chi to 35ABC sta plus 10 kine; Sat 10:45-11am; Jack Stillwell, MC, with circus & variety acts in western setting; SPONSOR-General Shoe Corp; AGCY - Ruthrauff & Ryan, Chicago; SUPERV - Holly Shively R&R; PROD - WENR-TV; DIR - Norm Heyne R&R; DEBUT - Aug 1950; MAY MULTIPULSE - 5.1; Last show May 12.

LIVE FOR FAMILY - from WRTV Tues to NBC net; Mon thru Fri 3:15-3:30pm; Ernie Ewing, MC-vocals, with a variety of "mad-cap" guests; SPONSORING; ROUN.
CONTITO - Ernie Ewing Lyric; DIR - Joe Peters; DIRECT - May 1951; (NO SUMMER STATUS - Replaced "Kukla, Fran & Ollie" during summer 1954-1955).

LISTING - INTERVIEW PROGRAMS

THE PITTSBURGHERS - on WDTV only; Mon thru Fri, 2:30-3pm; Ed & Yvonne Pittsburgh, MCs, interview guest celebrities, with Collins Bridge, organist (3, 4, 5) & Paul Arnold, vocalist-pianist (3 & 5); SPONSOR - Participating; PRO. CONTITO - The Interpublic; AGCY - Ross Roy Agy; DIR - Carr Steen; DIRECT - Jan 1954; (NO SUMMER STATUS).

BASEBALL'S FOOTLIGHTS - on WDTV only; Mon thru Fri 11:30pm-12noon; Ben Cooper, MC talks about showbusiness, films & interviews, with his home viewers; PROD - Nivalis Adams Prod; DIR - Bill Sequeira; DIRECT - April 1951; (NO SUMMER STATUS).

MORNING DAY SHOW - from WLW-T, to 13 ATC via plus 17 Kins; Sat 1-1:30pm; Jerome Hay, MC, interviews guests, Bill Harrington & Trio, regular musicians; SPONSOR - Northern Warren (Lucas & Moroco); AGCY - L. M. Weiss; SUPER - Paul Wight Jim; PROD - Agents TV Corp; PRO - Pat Sheehan; DIR - Bill Rogers ABC; CONTITO - Jack Lawrence ATC; DIRECT - May 1951; MAY MULTIPLICE - 5.3; (NO SUMMER STATUS).

MACWEEK'S AUTOS SHOW - on WCSH-TV only; Mon thru Fri 1-1:30pm; Margaret Avian, MC, interviews guests from various fields; SPONSOR - Participating; PRO - Margaret Avian CSS; DIR - Vern Stenna CSS; DIRECT - Nov 1950; (NO SUMMER STATUS - has been on various time slots).

FIVE FOR LOVELY GIRLS - from WCSH-TV to CBS net; Thur 3:30-4pm; Robin Chandler, MC, interviews cover girls who demonstrate their talent, also fashion show; SUSTAINING; WCSH-TV - Stanley Jones CSS; DIR - Frank Satenstein CBS; MUSIC - CBS pianist; DIRECT - Oct 1950; MAY MULTIPLICE - 5.3; (NO SUMMER STATUS).

SAVVY TIMES HOLLYWOOD - See INTERVIEW PROGRAMS - Page 23.

SUCCESS STORY - on WLW-TV only; Tue & Thur 2:15-2:30pm; Betty Furness, MC, interviews successful professional people; SPONSOR - International Silver Co. AGCY - Young & Rubicam; SUPERV - Wm Hobbs USA; PROD-DIRECTOR - Lester Lewis; DIR - Norman Livingston; SCRIPTER - Leonard Levinson; DIRECT - Jan 1954; (SUMMER STATUS: Last show June 25 - Return indefinite).

VANITY FAIR - from WCBS-TV to 17 CBS sta; Mon,Wed,Fri 2:45-3:30, Tu & Th 4:30-5pm; Dorothy Dana or Robin Chandler & guests...discuss fashions, modiling, decorating, hobbies; SPONSORS: FRIGIDAIRE (Wed 3:30-3:45pm - Kitchen Time Shopper; AGCY - O'Neill, Larson & Marshon, Chicago) PROD - Dorothy Dana; DIR - Frances Bunn, Jan Lewis & Nat Brody - Jack Gage from Wms J.; SCRIPTER - Virginia Cohen, Shirley Rosser, Marcia Lucent; DIRECT - Oct 1945; MAY MULTIPLICE - 5.3; (NO SUMMER STATUS).

LISTING - VARIETY PROGRAMS

ADORSAT RANCH - from WCSH-TV, CBS to WCSH net via film 10 times; Sat 10:45-11am; Dave Gilliland, MC, with circus & variety acts in western setting; SPONSOR - General Mills Corp; AGCY - Leonard & Ryan, Chicago; SUPERV - Holly Stanley-Ann; PROD - WCSH-TV; DIR - Norm Jones TWS; DIRECT - Aug 1950; MAY MULTIPLICE - 3.1; Last show May 34.

BOOK PROMISES

THE BIG TOP - from WCAU-TV Phila to 19 CBS sta plus 27 kine; Sat 12noon-1pm; Circus variety show with Jack Sterling, ringmaster, Ed McMahon & Chris Keegan, clowns, Dan Lurie, strong man, Joe Basile's Brass Kings & the 65-piece Quaker City String Band; SPONSOR - Sealtest; AGCY - N.W. Ayer; PROD - Charles Vanda WCAU-TV; DIR - Paul Ritts WCAU-TV; DEBUT - Jan 1951; MAY MULTIPULSE - 19.9; (NO SUMMER HIATUS).

BONNY MAID VERSATILE VARIETIES - JUNIOR EDITION - from WCBS-TV to 19 CBS sta plus 23 kine; Sun 11:30am-12noon; Lady Iris Mountbatten, MC, weekly book variety show with kid performers; SPONSOR - Bona-fide Mills; AGCY - Gibraltar; PKGR - Charles Basch; PROD - Basch & Frances Scott; DIR - Jay Strong CBS; CASTING - Charles Lowe; MUSIC - Mark Towers Orch; DEBUT - Jan 1951; MAY MULTIPULSE - 6.9; (NO SUMMER HIATUS). Was on NBC evenings - 1½ years.

BUSTER CRABBE SHOW - on WOR-TV only; Mon thru Fri 5:30-6pm; Buster Crabbe tells stories of the west, with old Crabbe films integrated; SUSTAINING; PKGR-PROD - Bob Bundy GAC & Crabbe; DIR - Mende Brown WOR; DEBUT - March 1951; (NO SUMMER HIATUS).

CAPTAIN BOOTS & GUS - on WPIX only; Sat 11-11:30am; Paul King as "Captain Boots", quiz giveaway show, highlighting amateur talent; SPONSOR - Friedman-Shelby Shoe Co (Red Goose Shoes); AGCY-PKGR-Wm Wilbur; PROD - Paul King at Wilbur; DIR - Jack Flynn WPIX; SCRIPTS - Bob Kirschbaum; DEBUT - Feb 1951; Last show May 12.

CHESTER THE PUP - from WENR-TV Chi to ABC net; Sun 12:15-12:30pm; Art Whitfield, narrator & Sid Stone, cartoonist, on children's cartoon show; SPONSOR Mason Au & Magenheimer; AGCY - Turner & Dyson; SUPERV-PROD - Franklin W. Dyson; PKGR - Stone-O'Halloran; DIR-CASTING - John Berg WENR-TV; SCRIPTS - George O'Halloran; DEBUT - Oct 1950; MAY MULTIPULSE - 4.2; (NO SUMMER HIATUS).

CHILD TALENT SEARCH - on WPIX only; Sun 12:30-1pm; Herb Sheldon, MC of child talent show open to non-professionals between 3 & 16 yrs old; SPONSOR-MacLevy Dance Studios; AGCY - Assoc Adv Serv; PROD - Clyde Matthews at MacLevy; DIR - Ruth Mannig PIX; ASSOC PROD - Ceil Loman; DEBUT - April 1951; (SUMMER HIATUS: Last show June 24 - Returns Sept 9).

CHILDREN'S HOUR - on WNBT only (simulcast); Sun 10:30-11am; Ed Herlihy, MC, kid's comedy-variety show; SPONSOR - Horn & Hardart; AGCY - Clements, Phila; PROD - Alice Clements; DIR - Dave Roberts at Clements; DEBUT - 1948; (NO SUMMER HIATUS).

CHILDREN'S THEATER - on WNBT only; Sun 9:45-10am; Ray Forrest, narrator, shows travelogue films & shorts; SUSTAINING; PROD-DIR - Ivan Reiner NBC; DEBUT - Fall '49; (NO SUMMER HIATUS).

CISCO KID - (on film) WNBT & 59 other spots; Sat 6-6:30pm; Duncan Renaldo & Leo Carillo in western adventure series; SPONSOR - Gordon Baking (Silvercup) on WNBT alt wks; AGCY - N.W. Ayer; PKGR - Frederic Ziv; DEBUT - Jan 1951; MAY MULTIPULSE - 16.2; (NO SUMMER HIATUS).

THE DANNY WEBB SHOW - on WPIX only; Sat 11:30am-12noon; "Uncle" Danny Webb as an Army pvt, mc, Toby Sommers as USO Hostess; guests, with Little Patty, ventriloquist, Little Ricky, The Lewis Family, singing quartet, Bobby Sabitino, 35-45 child guests; SPONSOR - Monarch-Saphin Stores (Philco TV); PKGR-PROD - Arthur McArthur at Roberts & Reimer; DIR - Pete Molnar WPIX; SCRIPTS - Alex Gerber; DEBUT-April 1951; Last show June 16.

ELTON BRITT & HIS RANGE PALS - on WOR-TV only; Mon thru Fri 5:30-6pm; Western variety, songs, stories & films; SPONSOR - Mail Order Net; PKGR - Harold Kaye; DIR - A.Courtney & Wm Demarest; DEBUT - Apr '51; Last show May 18.

FUN FAIR - from WJZ-TV to ABC net; Sun 11:30am-12noon; Jay Stewart, MC, with children's audience participation; Kinescoped at KECA-TV H'wood; SUSTAINING; DEBUT - Dec 1950; Last show May 13. MAY MULTIPULSE - 1.6.

GABBY HAYES SHOW (See Page 8 for Sunday show) - from WNBT to 25 NBC sta plus 5 kine; M-W-F 5:15-5:30pm; Gabby Hayes spins tall tales integrated with western films; SPONSOR - Quaker Puffed Wheat & Rice; AGCY - Sherman & Marquette; PKGR - Martin Stone; PROD - E. Roger Muir; DIR - Robt Rippen & Robt Hultgren; SCRIPTS - Joe Clair; DEBUT - Dec 1950; MAY MULTIPULSE - 8.6; (SUMMER HIATUS: Last show July 1 - Return indefinite).

GENE AUTRY SHOW (on film) - WCBS-TV to 9 Sta; other spots; Sun 7-7:30pm; Western films starring Gene Autry; SPONSOR - Wm Wrigley; AGCY - Ruthrauff & Ryan; SUPERV - Armand Schaefer R&R; PKGR - Flying "A" Prod'ns; PROD - Louis Grey at Flying "A"; DEBUT - July 1950; PROD - $17,000; MAY MULTIPULSE - 16.5; (NO SUMMER HIATUS).

GRAND CHANCE ROUND-UP - from WCAU-TV Phila to CBS net; Sat 11:30am-12noon; Gene Crane, MC, with Dave Stephens Orch & Richard Caulk, singer, children's Western variety; SUSTAINING; SUPERV - Charles Vanda WCAU-TV; PROD - Thomas & Freebairn WCAU-TV; DIR - Warren Wright WCAU-TV; DEBUT - Feb 1951; MAY MULTIPULSE - 4.2; (NO SUMMER HIATUS).

HALF-PINT PARTY - from WJZ-TV to 10 ABC sta plus 5 kine; Mon thru Fri 4:45-5pm; Al Gannaway, Derry Falligant (portrays "Patches" the clown), creative, entertaining & educational show; SPONSOR - Sam Smith Shoe Co (Little Yankee Shoes); AGCY - Dancer-Fitzgerald-Sample; PKGR - Telco Prod'ns; PROD - Al Gannaway; CASTING - Charles McGregor; SCRIPTS - Carl Jampel; DEBUT - Feb 1951; MAY MULTIPULSE - 2.9; Last show May 11.

HOLLYWOOD JR. CIRCUS - from WNBQ Chi to 12 NBC sta plus 13 kine; alt Sun 5:30-6pm; Paul Barnes as "Billy Booker", impressario, Carl Marx as "Boffo" the clown, Max Bernstein as "Zero" the Hollywood; Gregg Donovan, anncr; Irving Kaplan & Orch; Circus variety set in circus backyard, child guests in bleachers; SPONSOR - Hollywood Candy; AGCY - Ruthrauff & Ryan; PROD - Leroy Nottoli NBC & Norm Heyne R&R; DEBUT - March 1951; MAY MULTIPULSE - 8.3; (NO SUMMER HIATUS).

HOPALONG CASSIDY - (on film) - from WNBK-TV Cleve to 10 NBC sta plus 25 local spots; Sun 6-7pm; currently 1937-38 Hoppy features; SPONSOR - General Foods (Grape Nuts, Post Toasties, Sugar Crisp, Krinkles), AGCY - Young & Rubicam, alt with Gordon Baking (Silvercup Bread), AGCY - N.W. Ayer; PROD - Hopalong Cassidy Enterprises; DEBUT - Feb 1950; MAY MULTIPULSE - 21.4; (NO SUMMER HIATUS).

HOWDY DOODY - from WNBT to 42 NBC sta plus 6 kine; Mon thru Fri 5:30-6pm; Bob Smith, with Dayton Allen, Bill LeCornec & Bob Keeshan manipulating puppets; SPONSOR - Colgate Tooth Paste (Ted Bates); Kellogg's (Leo Burnett, Chi), Ovaltine (Grant, Chi); Welch's Grape Juice (Doher ,Clifford & Shenfield), International Shoe (Henri, Hurst & McDonald, Chi), Mars Candy (Leo Burnett, Chi); PKGR - Kagran Corp (Martin Stone); PROD - E. Roger Muir NBC; DIR - Robert Rippen, Robert Hultgren NBC; SCRIPTS - Edward Kean; DEBUT - Dec 1947; MAY MULTIPULSE - 15.3; (NO SUMMER HIATUS).

JACK AND JILL VARIETIES - on WPIX only; Sun 11:30am-12:30pm; Ted Lawrence, MC, with Kevin Kennedy, announcer & Walter Camm ensemble; 1st half presents juvenile variety featuring children from professional schools; 2nd half features amateur talent from all NYC schools; SPONSOR - Republic Stores (RCA Victor ½hr, Fedders Air Conditioning ½hr); AGCY - Product Services; PKGR - Marks-Whitehill; PROD-Alan Charles M-W; DIR-SCRIPTS - Lawrence D. Marks; CASTING - Joy Marks; DEBUT - Dec 1950; (NO SUMMER HIATUS).

YOU TALK - from WNIT-TV to ABC net; Sun 11:30am-12noon; Jay Stewart, MC, with radio-
tele's audience participation, Sponsored by ABC-TV News; MERCHANDISE;
DEBUT - Jan 1 '50; last aired May 45, MAY MULTIPLIES - 1.6.

LADY BETTY SHOW (See page 6 for sunday show) - from WNIT to 20 NBC sta plus 5 kins;
M-W-F 2:30-3:30pm, variety show styled talk takes interve-
ned with western film; DETROIT - Gunter Gifted Wheat & Rice; ACCY - Dreams & Her-
mantie, INTR - Martin Stone; PROD - E. Roger Muir; DIR - Rody Rogers & Bob Mad-
ron, SCRIPTS - Joe Clair; DEBUT - Jan 1950; MAY MULTIPLIES - 8.0; (SUMMER STATUS:
last show July 1 - Return indefinite).

GUNS AGAINST SEAM (on film) - WCBS-TV to 3 Eas; other sports; Sun 7-7:30pm; Western Film
starring Lorne Greene; DETROIT - Kim Wrigley; ACCY - Ment-
ronit & Spear; SCRIPTS - Armand Schaefer 1948; INTR - Sterling "A" Prod'ns; PROD -
Sterling Corp. pt. Sterling "A"; DEBUT - July 1950; INVS - $17,000; MAY MULTIPLIES - 16.5;
(NO SUMMER STATUS).

LADIES CHOICE POLITO-UP - from WCAU-TV Phila to CBS net; Sat 11:30am-12noon; Game
Drama, MC, with Dave Sheppard Orch & Richard Hanks, singer,
Philadelphia's Western variety; DETROIT - SUTERY - Charles Vanda WCAU-TV; PROD -
Thomas A Tomkalin WCAU-TV; DIR - Warren Wright WCAU-TV; DEBUT - Jan 1951; MAY
MULTIPLIES - 4.2; (NO SUMMER STATUS).

FIRST-TIME PARTY - from WTZ-TV to 10 ABC sta plus 3 kines; Mon 8pm Est 4:30-5pm; Al
Gannaway, Lively Twilight (portrays "Balance" the clown), presents,
interviewing & educational show; DETROIT - Ron Smith Ross Do (Little Tommy Ross);
ACCY - Lancer-Fitzgerald-Sample; PROD - Talco Productions; DIR - Al Gannaway; CONTINUE
- Charles Dunbar; SCRIPTS - Carl Jaeger; DEBUT - Feb 1951; MAY MULTIPLIES - 5.4;
last show July 11.

MORNINGS AT GIPSIES - from WNBC-TV to 12 NBC sta plus 13 kines; mid Jan 5:30-6pm;
Jack Barnes as "Billy Rowan", interviewing, Carl Norr as "Mar-
ty" interview, Mary Temperley as "Jane" the polly-wog; Gregg Donovan, music; Irving
Mahler & Orch; Discussion-variety and interesting background, child guest to discussion;
SCRIPTS - Hollywood Party; ACCY - Lutheranit & Gunn; PROD - Leroy Mitchell WTZ & Norm
Lane Pat; DEBUT - March 1951; MAY MULTIPLIST - 8.3; (NO SUMMER STATUS).

SPARKLING CASINDY - (on film) - from WTRK-TV Cleve to 10 NBC sta plus 23 local stations;
Sun 6-7pm, currently 1951-52 Mogin Jeanneau; DETROIT - General
Foods (Grape Nuts, Post Toasties, Super Drier, Kitchens), ACCY - Young & Rubicam, sis
with Gordon Dahling (Halverson Brand), ACCY - N.W. Ayer; PROD - Sparkling (nearly en-
terprises; DEBUT - Feb 1950; MAY MULTIPLIES - 21.4; (NO SUMMER STATUS).

BUSY BODY - from WNBT to 42 NBC sta plus 6 kines; Mon thru Fri 5:30-6pm; Tom Smith,
with Burton Allen, Bill Lefevre & Bob Brennan ventriloquist puppets;
DETROIT - Colgate Tooth Paste (Ted Bates); Kellogg's (Leo Burnett, Cal), Cereals
(Grand, Mdd); Welch's Grape Juice (Ruber, Dilliard & Beerfield), International Shoe
(Gerard, Mdd); Bauer & McIlenald, Chi), Mary Ferry (Leo Burnett, Cal); INTR - Eugene Corp.
(Merrin Stone); PROD - E. Roger Muir Inc; DIR - Robert Rigney, Robert Bulgren (NC);
SCRIPTS - Edward Dean; DEBUT - Dec 1947; MAY MULTIPLIES - 15.5; (NO SUMMER STATUS).

JACK AND JILL VARIETIES - on WTIX only; Sun 11:30am-12:30pm; Ted Lawrence, MC, with
Herb Kennedy, announcer & Walter Cross ensemble; Jer half
hour, juvenile variety featuring children from professional schools; and half ho-
ur amateur talent from all NYC schools; SPONSOR - Republic Stores (RCA Victor Jer,
Radiere Air Conditioning Jer); ACCY - Product Services; PROD - Jack-Antonell; DIR -
Alan Charles M-W; DIR-SCRIPTS - Lawrence D. Morris; TAPING - Jay Starks, DEBUT -
Dec 1950; (NO SUMMER STATUS).

JIMMY BLAINE'S JUNIOR EDITION - from WJZ-TV to ABC net; Mon thru Fri 6:45-7pm; Jimmy Blaine, MC, sings, Mary Crosby co-MC & Buddy Weed at the piano; interview young people 10-18 age group; SUSTAINING; PROD - Leonard Holton ABC; DEBUT - Jan 1951; (NO SUMMER HIATUS - Starting June 26 will not be seen on WJZ-TV Tu & Th, but will go out on net; Mon, Wed & Fri will be local & net).

KUKLA, FRAN & OLLIE - from WNBQ Chi to 24 NBC sta plus 35 sta; Burr Tillstrom manipulates puppets Kukla, Ollie, Fletcher Rabbit, Beulah Witch, Cecil Bill & others who carry on ad lib conversation with Fran Allison; SPONSOR - RCA (Mon), Procter & Gamble (Tue & Fri), Ford Dealers (Wed), Life Magazine (Thur); AGENCIES - J. Walter Thompson (RCA & Ford Dealers), Young & Rubicam (Life Magazine), Pedlar & Ryan (Procter & Gamble - Tide); PKGR-SCRIPTS - Burr Tillstrom; PROD - Beulah Zachary WNBQ: DIR - Louis Gonavitz; MUSIC - Jack Fascinato, piano; DEBUT - Oct 1947; PRODUCTION - $10,000; MAY MULTIPULSE - 14.1; (SUMMER HIATUS: Last show June 29 - Return Aug 27; Saturday Evening Post replaces Life Mag as Thur sponsor in Fall).

LOIS & LOOIE - from WENR-TV Chi to ABC net; Mon thru Fri 4:45-5pm; Lois Fisher and a puppet discuss educational subjects, drawings, cartoons (by Miss F) PROD-DIR - John Berg WENR; DEBUT - May 1951; Last show June 18.

THE LONE RANGER - (on film) - from WJZ-TV to 6 ABC sta plus 23 local spots; Thur 7:30-8pm; Clayton Moore as the Lone Ranger & Jay Silverheels as Tonto; SPONSOR - General Mills (Cheerios, Bisquick, Cake Mixes); AGCY - Dancer-Fitzgerald-Sample; SUPERV-COMM PROD - Russ Raycroft D-F-S; PKGR - George Trendele; PROD - Apex Prod'ns, H'wood; DIR - Jack Chertok at Apex; DEBUT - Sept 1949; MAY MULTIPULSE - 19.6; PROD - $15,000; (NO SUMMER HIATUS).

LUCKY PUP - from WCBS-TV to 10 CBS sta plus 3 kine; Mon thru Fri 5-5:15pm, Sat 6-6:30pm; Doris Brown, narrator, with the Bunin Puppets, including Foudini the magician & his assistant, Pinhead; the "Lucky Pup" puppet is no longer used; SPONSOR - Ipana (Thur); AGCY - Doherty, Clifford & Shenfield; SUPERV - Bob Smock DCS; PROD-DIR - Ben Magnes CBS; SCRIPTS - Jack Graham; DEBUT - Aug 1948; MAY MULTIPULSE - 7.1; (SUMMER HIATUS: Last show June 23 - Return indefinite).

PANHANDLE PETE AND JENNIFER - from WNBQ Chi to NBC net; Tue & Thur 5:15-5:30pm; Stories of old Southwest with Johnny Coons as "Panhandle Pete", Jennifer Holt as "Jennifer", Bill Newton & Stan Louis, special effects; SUSTAINING; PROD - Stefan Hatos WNBQ; SCRIPTS - Ray Chan; MUSIC - Adele Scott; DEBUT - Sept 1950; MAY MULTIPULSE - 6.3; (NO SUMMER HIATUS).

MAGIC COTTAGE - on WABD only; Mon thru Fri 6:30-7pm; Pat Meikle, MC & leading lady, with professional actrs in dramatic versions of fairy tales; SPONSOR - Participating; PROD-SCRIPTS - Hal Cooper DuM; DIR - Wes Kenney DuM; DEBUT - June 1949; (NO SUMMER HIATUS).

THE MAGIC CLOWN - on WNBT only; Sun 11:30am-12noon; Sam Zovello, clown-magician & Rex Morgan, announcer, comedy with children guest participants; SPONSOR - Bonomo Taffy; AGCY - Donahue & Coe; SUPERV - Carl Rigrod D&C; PKGR - Al Garry; PROD-DIR - Craig Allen NBC; DEBUT - April 1949; (NO SUMMER HIATUS).

THE MAGIC SLATE - from WNBQ Chi to 14 NBC sta plus 11 kine; Alt Sun 5:30-6pm; Dramatizations of children's classics; SPONSOR - Derby Foods (Peter Pan Peanut Butter, Derby Canned Meat); AGCY - Needham, Louis & Brorby, Chi; PROD - Norman Grant, WNBQ; DIR - Bob Hopkins & Lyn King; SCRIPTS - Doug Johnson; DEBUT - Jan 1951; (NO SUMMER HIATUS).

MARY HARTLINE SHOW - from WENR-TV Chi to ABC net; Mon thru Fri 5-5:15pm; Mary Hartline, MC & orch leader & Chet Roble, co-MC, with child variety guests; SUSTAINING; PROD-DIR - Ivor McLaren WENR; SCRIPTS - Bill Adams; DEBUT - Feb 1951; Last show June 18.

[illegible]

[illegible]

[illegible]

THE MERRY MAILMAN - on WOR-TV only; Mon thru Fri 6-6:30pm; Ray Heatherton, MC-singer introduces film shorts & cartoons; SPONSOR - Participating; PROD-DIR - Les Tomalin WOR; DEBUT - Oct 1950; (NO SUMMER HIATUS).

MR. I. MAGINATION - from WCBS-TV to 16 CBS sta plus 8 kine; Sun 6:30-7pm; Paul Tripp as Mr. I. Magination with Ruth Enders, Ted Tiller, Ed Fuller & juvenile guest; present original musical, fantasy & dramatic scripts; SPONSOR - Nestle's Chocolate; AGCY - Cecil & Presbrey; SUPERV - John Beresford C&P; PKGR-PROD - Norman & Irving Pincus; DIR - Herbert Hirschman CBS; SCRIPTS - Rosemary Foster; ORIG MUSIC - Ray Carter; ANNCR - Roger Foster; DEBUT - April 1949; MAY MULTIPULSE - 8.4; PROD - $6,000; (SUMMER HIATUS: Last show for Nestle's June 17 - Return indefinite).

MUSICAL PLAYTIME - See Page 30.

THE PAL SHOW - on WNBT only; Sat 12:30-1pm; Andre Baruch, MCs activities of the PAL, with youngsters participating in boxing, art instruction, etc; SPONSOR - Police Athletic League; PROD-DIR - Howard Davis NBC; DEBUT - March 1951; (NO SUMMER HIATUS).

RANGER JOE - from WFIL-TV Phila to 16 ABC sta plus 3 kine; Sun 12-12:15pm; Variety show with songs, games, occasional guests; SPONSOR - Ranger Joe, Inc; AGCY - Lamb & Keen, Phila; SUPERV - Thomas G. Brennan, Jr. L&K; DEBUT - Dec 1950; MAY MULTIPULSE - 4.4; (NO SUMMER HIATUS).

THE ROOTIE KAZOOTIE CLUB - on WNBT only; Sat 11:30am-12noon; Todd Russell, MC, with Paul Ashley puppets; SPONSOR - Bruno NY for RCA Victor; PKGR-PROD - Arnold Cohan; DIR - Dwight Hemion NBC; SCRIPTS - Steve Carlin; MUSIC - Gene Perazzo, organist; DEBUT - Oct 1950; (SUMMER HIATUS: Last show June 30 - Returns for NY Bottlers of Coca-Cola Mon thru Fri 6-6:15pm; AGCY - Wm. Esty).

SHERIFF BOB DIXON SHOW - on WCBS-TV only; Mon thru Fri 5:15-6pm, Sun 11-11:30am; Bob Dixon conducts telephone quiz, film show, dramatic sequence; PROD-DIR - Frank Harms CBS; SCRIPTS - Bob Herridge; DEBUT - April 1951 (an outgrowth of "Chuckwagon" which was on since Fall 1949); Starting June 26 will be as follows: 5-5:15 Sheriff Bob Dixon & Folks of Smoky Canyon including Cameron Andrews as "Montana", Lloyd Knight as "Albert Green","Tumbleweed Grogan"(dog), "Dun-Roben" a live skunk; 5:15-5:30 Sheriff Bob Dixon with demonstrations of outdoor life subjects; 5:30-6pm "On the Trail" - Western film with narration; From July 2 Coca-Cola sponsors ¼hr Mon thru Fri, AGCY - Wm. Esty; remaining 3/4hr participating; (NO HIATUS).

SHIP AHOY - on WCBS-TV only; Sun 12noon-12:30pm; Mac Perrin as "Skipper", Billy Kay as "sailor", David Pfeffer, singer-actor & Philip Hepburn, singer-dancer & professional child talent guests; SPONSOR - Bosco; AGCY - Robt Orr; PROD-SCRIPTS-Madge Tucker; DIR - Derrick Leighton CBS; DEBUT - Dec 1950; (SUMMER HIATUS: Last show June 24 - Returns Sept 2).

SMALL FRY CLUB - from WABD to 3 DuMont sta; Mon thru Fri 6-6:30pm; Bob Emery, MC, with films, talk, songs; SPONSOR - Co-op; PROD - Kay Emery DuM; DIR - Arnold Nocks DuM; DEBUT - March 1947; (SUMMER HIATUS: Last show June 1 - Return indefinite).

SMILIN' ED McCONNELL - (on film) - from WNBT to 8 NBC sta plus 13 spots; Alt Sat 6:30-7pm; Ed McConnell, MC, tells story to visiting children, dissolves into film about story of the day (Buster Brown gang TV version of AM show) SPONSOR - Brown Shoe Co; AGCY - Leo Burnett, Chi; FILM PROD - Frank Ferrin, H'wood; DEBUT - Aug 1950; MAY MULTIPULSE - 7.8; (SUMMER HIATUS: Last show May 19 - Returns on Aug 3 on ABC).

SIX GUN PLAYHOUSE - See FEATURE FILMS.

STORY FROM THE BOOK - on WPIX only; Sun 1-1:15pm; Jean Seely, MC, tells bible stories; SUSTAINING; PROD - Jean Seely WPIX; (NO SUMMER HIATUS).

SUPER CIRCUS - from WENR-TV Chi to 21 ABC sta plus 16 kine; Sun 5-6pm; Claude Kirchner, MC, Mary Hartline & band, Cliff Soubier, clown, children audience participation; SPONSOR - Canada Dry ½hr, AGCY - J.M. Mathes, Peters Shoe Co, AGCY - Henri, Hurst & McDonald(Chi) & M & M Ltd, AGCY - Esty, alt 2nd ½ hr; PROD - Phil Patton; DIR - Ed Skotch; SCRIPTS - Bill Adams; DEBUT - Sept 1948; MAY MULTIPULSE - 16.4; (NO SUMMER HIATUS - Bauer & Black take over sponsorship of 2nd ½hr for 5 weeks only, June 10 - July 8, when Peters Shoe returns).

TALES OF THE TRAIL - on WJZ-TV only; Mon thru Fri 5:30-6pm; Jimmy Atkins, MC, talks with children and sings before and after showing Western films; SUSTAINING; PROD-SCRIPTS - Leonard Holton; DIR - ABC staff; DEBUT - Jan 1951; (NO SUMMER HIATUS).

TELE-KID TEST - on WOR-TV only; Mon thru Fri 5:30-6pm; Dan McCollough & Bruce Eliot, MCs, with child guest; children send in pictures with name, address, phone, parents' permission; MCs phone child, flash puzzle picture on screen, child answers at home, picture of child questioned also flashed on screen; SUSTAINING; PKGR-PROD - Walter Schwimmer; ASSOC PROD - Barbara Mastrud: DIR - Jerry Friedman WOR; DEBUT - May 1951; (NO SUMMER HIATUS - Formerly known as "Foto-Kids Quiz").

TV TOTS TIME - from WJZ-TV to ABC net (on film); Mon thru Fri 5:15-5:30pm; Cartoon films; SUSTAINING; PKGR-FILM PROD - Sterling Films; DEBUT - Jan 1951; Last show June.

WALLY JACKSON SHOW - on WPIX only; Sat 12noon-12:15pm; Wally Jackson, MC, with variety acts & children's dancing school; SPONSOR - Wally Jackson School; AGCY - Advertiser's Guild; PKGR-PROD-DIR - Wally Jackson; DEBUT - Dec '50; (SUMMER HIATUS: Last show June 9 - Return indefinite).

YOU'RE ON YOUR OWN - on WABD only; Sun 2-2:30pm; 1 celeb panel guest, high school & college variety talent; SPONSOR - Cortley Frosted Foods; AGCY - H. W. Fairfax; PKGR-CASTING - Albert Black; DIR - Frank De Franco DuM; DEBUT - Feb 1951; (SUMMER HIATUS: Last show April 29 - Return indefinite).

YOUR PET PARADE - from WJZ-TV to 15 ABC sta plus 35 kine; Sun 4:30-5pm; Jack Gregson, MC, Billy Barty, clown; show features three children under 12 years of age who compete with their performing pets; SPONSOR - Ralston Purina Co; AGCY - Gardner; PKGR - Masterson, Reddy & Nelson; PROD - John Nelson MRN; DIR - Ed Leftwitch MRN; SCRIPTS - Bob Costello, Bill Greene MRN; CASTING - Ric Eyrick MRN; SCRIPT ED - Jerry Bowne MRN; MUSIC - Ivan Ditmars MRN; DEBUT - March 1951; MAY MULTIPULSE - 7.4; (NO SUMMER HIATUS).

ZOO PARADE - from WNBQ Chi to 30 NBC sta plus 12 kine; Sun 4:30-5pm; Marlin Perkins, curator of Chicago's Lincoln Zoo, gives zoology lessons, discussing a different species of animal each week; SPONSOR - Quaker Oats; AGCY - Sherman & Marquette; PROD - R. Werrenrath; SPONSORED FROM - Oct 1950; MAY MULTIPULSE - 8.5; (SUMMER HIATUS: Last show June 24 - Returns Aug 26).

For details on CAPTAIN VIDEO....FLYING TIGERS....SPACE CADET....SPACE PATROL
See SERIALS - Page 13.

For details on other children's shows - see ADDITIONS, following the Sports Section.

BIG CAT MASQUERADE - due [illegible] WTLN.

SCOTT TRUST (ON BOOK) - on WGBS only; Sun 3-4:15pm; Jane Grant, MC, calls bingo [illegible]
[illegible]; [illegible]; [illegible] - Jane Grant [illegible]; (WI [illegible]).

GUIDO CHANGE - From WCBS-TV [illegible] to [illegible] via [illegible] in [illegible]; Jan 5-6pm; [illegible] [illegible]
[illegible]; [illegible] Jerelino & [illegible], [illegible] [illegible], [illegible], [illegible] [illegible]
[illegible]; [illegible] - [illegible], [illegible] - [illegible], [illegible]. [illegible] - [illegible]
[illegible], [illegible] & [illegible] [illegible], [illegible] - [illegible], [illegible] [illegible] & [illegible]; [illegible] - [illegible]
[illegible]; [illegible] - [illegible] [illegible]; [illegible] - [illegible]; [illegible] [illegible] -
[illegible]; (No [illegible] [illegible] - [illegible] [illegible] over [illegible] of [illegible] [illegible] for [illegible] weeks
only; [illegible] - Only 8, [illegible] [illegible] [illegible]).

FACES OF THE FIGHT - on WCB-TV only; Mon [illegible] 3:30-4pm; [illegible] [illegible], MC, [illegible]
with [illegible] and [illegible] before and after [illegible] [illegible] [illegible]:
[illegible]; [illegible]-[illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible]
[illegible] [illegible]).

TRIP-FIT TEST - on WCB-TV only; [illegible] [illegible] 5:30-6pm; [illegible] [illegible] & [illegible] [illegible],
MCs, with [illegible] [illegible]; [illegible] and [illegible] [illegible] [illegible], [illegible],
[illegible], [illegible]' [illegible]; [illegible] [illegible] [illegible] [illegible] [illegible], [illegible]
[illegible] at home, [illegible] or [illegible] [illegible] [illegible] [illegible] [illegible]; [illegible]
[illegible] - [illegible] [illegible]; [illegible] [illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible]
[illegible]; [illegible] - [illegible]; (No [illegible] [illegible] - [illegible] [illegible] [illegible] as "[illegible] [illegible]").

TV [illegible] TIME - From WCB-TV to [illegible] via [illegible]; Jan [illegible] 3:30-5pm; [illegible]
[illegible]; [illegible]; [illegible] - [illegible] [illegible]; [illegible] - [illegible]
[illegible]; Jan. [illegible] [illegible].

WEEK'S [illegible] SHOW - on WCB only; [illegible] 10:30-11pm; [illegible], MC, [illegible] [illegible]
[illegible] [illegible]'s [illegible] [illegible] [illegible]; [illegible] - [illegible] - [illegible]
[illegible]; [illegible] - [illegible]'s [illegible]; [illegible] - [illegible] - [illegible] - [illegible]
[illegible]; [illegible] [illegible] 2 - [illegible] [illegible]).

[illegible] ON [illegible] - on WCBS only; [illegible] 6-7pm; [illegible] [illegible] [illegible], [illegible] [illegible]
[illegible] [illegible]; [illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible] [illegible]; [illegible]
[illegible], MC, [illegible]; [illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible] [illegible]; [illegible] - [illegible]
[illegible]; [illegible] [illegible] [illegible] 2 - [illegible] [illegible]).

[illegible] FOR [illegible] - From WCB-TV to [illegible] via [illegible] in [illegible]; Mon 4:30-5pm; [illegible] [illegible]
[illegible], MC, [illegible] [illegible], [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] of [illegible] [illegible] [illegible] [illegible] [illegible]; [illegible] - [illegible] [illegible]
[illegible] - [illegible]; [illegible] - [illegible], [illegible] & [illegible]; [illegible] - [illegible] [illegible]
[illegible] [illegible]; [illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible]; [illegible]
[illegible] [illegible]; [illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible]; [illegible] [illegible]
[illegible] - [illegible]; [illegible] - [illegible] [illegible]; [illegible] - [illegible] [illegible]; [illegible] [illegible]
[illegible] - [illegible]; (No [illegible] [illegible]).

[illegible] [illegible] - From WCBS-TV to [illegible] via [illegible] in [illegible]; Jan [illegible]; [illegible] [illegible]
[illegible], [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible]

SPORTS REMOTES & SPORTS NEWS PROGRAMS

ABC

DAYDREAMING WITH LARAINE - on WJZ-TV only; Thur 7:15-7:30pm; Sports interview program with Laraine Day; SUSTAINING; PROD - Ward Byron ABC; DIR - Eddie Nugent ABC; DEBUT - May 1951; (NO SUMMER HIATUS).

GIRLS' BASEBALL - from WENR-TV Chi to ABC net; Sat 9-11pm; Home games of "Queens of America" (Nat'l Women's Pro Softball League); SUSTAINING; DEBUT - May 16, 1951 (scheduled for 9 weeks).

ROLLER DERBY - from various ABC sta to ABC net; Tue Thur & Sat 10:30pm to conclusion; SPONSOR - Amer Tobacco (Lucky Strike BBDO)Tue; U.S. Army (½)AGCY-Grant& Blatz Beer (2nd half - AGCY - Weintraub) Thur; Sat sustaining; PKGR - Roller Derby; PROD - Eddie Nugent ABC; DIR - Nugent & Richard Depew ABC; DEBUT - Sept 1949; MAY MULTIPULSE - Tu (7.9), Th (8.8), Sat (6.0); w/Joe Hasel & Ken Neidel; HIATUS - May 24.

WRESTLING FROM RAINBO - from WENR-TV Chi to ABC net; Wed 9:30 to conclusion; Wayne Griffin, commentator, wrestling matches from Rainbo Arena in Chicago; SPONSOR - Co-op; DIR - Ed Conrad WENR-TV; DEBUT - March 1950; MAY MULTIPULSE - 8.4; (NO SUMMER HIATUS).

CBS

KID GLOVES - from WCAU-TV Phila to CBS net; Sat 6:30-7pm; Small fry (3-12 yrs) boxing matches under tutelage of Frank Goodman; Bill Spears gives blow-by-blow description and John de Grosa does interviews; SUSTAINING; PROD - Chas Vanda WCAU-TV; DEBUT - Feb 1951; MAY MULTIPULSE - 4.9

PABST BLUE RIBBON FIGHTS - live to 29 CBS sta plus 23 on kine; Int'l Boxing Club bouts with Russ Hodges commentary(Ted Husing until April 1951); will use kines & bouts in summer; SPONSOR - Pabst Beer; AGCY - Warwick & Legler: DIR - Bill Warwick W&L; DEBUT - Sept 1950; MAY MULTIPULSE - 30.3; (NO HIATUS).

FIGHT FOLLOW-UP - from WCBS-TV to CBS net; Wed post-fight to 11pm; Lester Bromberg & sports guests; SUSTAINING; PROD-DIR - Judson Bailey CBS; DEBUT - Sept 1950; was originally sponsored by Bond St. Tobacco through Cecil & Presbrey; will be replaced on June 6 by Jim McKay with sports news, title - Sports Spot.

SPECIAL EVENTS - from WCBS-TV & other Sta to the CBS net; pickup of outstanding horse races, golf tourneys, etc. on Saturdays (usually).

DUMONT

BOXING - from WABD to DuMont net co-op; Thur 10-11pm; Dennis James narrates bouts from Eastern Parkway Arena; SPONSOR - Sunset Appliances; AGCY - Arnold Cohan; DIR - Jim Saunders DuM; DEBUT - Oct 1950; (SUMMER HIATUS: Last show May 17 - Return indefinite).

SCOREBOARD - on WABD only; Mon thru Fri 7:30-7:35pm; Russ Hodges, when NY Giants at home, Bob Cooke other times - Sports News; SPONSOR - Kaiser-Frazer Dlrs AGCY - Weintraub; DIR - Harry Coyle DuM; DEBUT - April 1951; (NO SUMMER HIATUS).

SPORTS DISCUSSION - on WABD only; Sun 11-11:25pm; Ward Wilson, Marty Glickman & Bert Lee, discuss sports topics with guests; SPONSOR - Adler Shoes; AGCY - Frederick-Clinton; PROD - Syd Rubin & Dick Kissinger F-C; DIR - Harry Coyle DuM; DEBUT - April 1951; (NO SUMMER HIATUS).

SPORTS REPORTS & SPORTS ON TELEVISION

MAY

MATTHEWS WITH LEAGUE - on WXZ-TV only; Thur 7:15-7:30pm; Sports interview program with Lowell Matthews; [illegible] - TUES - [illegible] DIR - Media Sports ASC; [illegible] - Sep 2/71; (No [illegible] HIATUS).

CHRIS MARTIN - from WXZ-TV CHA to ABC net; Sat 4-4:15pm; [illegible] Sports Memorial Tournament; [illegible] - May 16, 1971 ([illegible] weeks).

MOLINE TIMES - from various NBC sta to NBC net; Tue Thur 6 Sat 10:30am by [illegible] SPONSOR - Moline Tobacco (Lucky Strike [illegible]) Tue - May [illegible] Miami Time (Ind Built - ADCY - Marketing) Thur; [illegible] - [illegible] DIR - Moline & Miami Times [illegible] MULTIVIEWS - 3a (7.0) [illegible] (5.0) [illegible] (0.0).

WARRIORS FROM PATINO - from WXZ-TV CHA to ABC net; Wed 8:30 [illegible] Chicago, [illegible] - Co-op; DIR - Mr Donald [illegible] - [illegible] MULTI-VIEW - 3.4; (No [illegible] HIATUS).

JUN

[illegible] - from WXZ-TV Julia to CBS net; Sun 4:30-7pm; Small [illegible] (3-12 yrs) bowling [illegible] under sponsorship of Frank Gonzalez; [illegible] Chicago [illegible] Mexico and Juan de Dios [illegible] - [illegible] MULTI-TV; [illegible] - Feb 1971; MAY MULTIVIEWS - 1.9

[illegible] - [illegible] - [illegible] - [

WRESTLING - from WABD to DuMont net co-op; Mon 9-11pm; Dennis James narrates bouts originating from Columbia Park; SPONSOR - Bond; AGCY - Grey; SUPERV - Herb Horton at Grey; DIR - Jim Saunders DuM; DEBUT - June 1950; (NO SUMMER HIATUS).

WRESTLING - from WGN-TV (Chi) to DuMont net; Sat 9:30pm-12:30am; Jack Brickhouse narrates bouts from Chicago; SPONSOR - Co-op; DEBUT - Sept 1949; (NO SUMMER HIATUS).

YANKEE BASEBALL - on WABD & WPIX only; Dizzy Dean & Bill Crowley alt with Mel Allen & Art Gleason as narrators; SPONSOR - Ballantine; AGCY - J.Walter Thompson; SUPERV - Norm Varney JWT; PROD-DIR - Harry Coyle DuM; ASSOC DIR - Jim Saunders DuM; Daytime games are covered by WPIX & WABD from WABD feed; Night games on WPIX only with WPIX crew.

DIZZY DEAN SHOW - from WABD to WABD & WPIX; 10 min before Yankee day games & 10 min after, 25 min before Yankee night games & 10 min after; Dizzy Dean interviews sports figures & comments on games; SPONSOR - Philip Morris; AGCY - Biow; SUPERV - Frank Higgens at Biow; PROD-DIR - Harry Coyle & Jim Saunders DuM.

NBC

GILLETTE CAVALCADE OF SPORTS - from WNBT to 38 NBC sta plus 5 kine; Fri 10-11pm; Jimmy Powers narrates boxing bouts; SPONSOR - Gillette; AGCY - Maxon; PROD-DIR - Bill Garden NBC; DEBUT - Fall 1948; MAY MULTIPULSE - 22.4 (SUMMER HIATUS: Last show June 8 - Returns in Fall).

GREATEST FIGHTS OF THE CENTURY - (on film) - from WNBT to 31 NBC sta plus 7 spots; Fri ¼hr following Gillette fights; Jim Stevenson, commentator; SPONSOR - Chesebrough (Vaseline Cream Hair Tonic); AGCY-PKGR - Cayton; SUPERV-PROD-DIR - Allan Black at Cayton; SCRIPTS - Black & Stevenson; COMM FILM PROD - Video Varieties; DEBUT - April 1949; MAY MULTIPULSE - 17.7; PROD - $2,500; (NO SUMMER HIATUS).

RACING - from WNBT to 29 NBC sta; Sat 3:30-4:30pm; Clem McCarthy, Sammy Renick & Ray Barrett alt as commentators; SPONSOR - Carling's Ale (last ¼ hr); AGCY - Benton & Bowles; PROD - Bill Garden NBC; DIR - Jack Mills, Lew Brown or Jack Dillon NBC; DEBUT - April 1951; MAY MULTIPULSE - 3.9; Last show Aug 4.

SPORTS REVIEW - (on film) - on WNBT only; Sun 12-12:30pm; Newsreel of outstanding sporting events; SPONSOR - Participating; PROD - NBC News Dept; DIR - Jack Dillon NBC; SCRIPTS - Elliot Frankel NBC; FILM ED - Phil Wylly & Ken Baldwin NBC; DEBUT - June 1950; Last Sun show June 10; During Gillette hiatus, this show will be seen for ½ hr beginning June 15.

WOR

DODGER BASEBALL - from WOR-TV to WOR-TV & WNHC-TV New Haven; Brookly Dodgers Home Games; Red Barber, Connie Desmond & Vince Scully, narrators; SPONSOR - Schaefer Beer; AGCY - BBD&O; SUPERV-PROD - James Beach BBD&O; DIR - Ralph Giffen WOR-TV.

HAPPY FELTON'S KNOT-HOLE GANG - on WOR-TV only 25 min before every Dodger home game; High school ball players warm up with Dodgers; SPONSOR - Curtiss Candy; AGCY - Miller, Chi; PROD - Joe Ripley; DIR - John Horstmann WOR.

AT BAT WITH BEDFORD - on WOR-TV only; ¼hr before "Knot-Hole Gang" Sat, Sun & night games; Bob Cooke, sports editor of NY Herald Tribune & 3 man guest panel discuss sports; SPONSOR - Bedford Radio & TV; AGCY-PKGR-PROD - Leland K. Howe; DIR - Jerry Friedman WOR.

[illegible] - From WLBT to [illegible] and [illegible]. Mon (1-31jan) [illegible] Jimmy Dean announces bowls [illegible] [illegible] [illegible]

TALK TO THE STARS - on WOR-TV only; ¼hr after each Dodger home game; Happy Felton & players telephone the viewers; SPONSOR - Mennen (Duane Jones) & Tydol (Lennen & Mitchell); PROD - Happy Felton; DIR - John Horstmann WOR.

GUY LEBOW'S SPORTS WHIRL - on WOR-TV only; Mon thru Fri 6:30-6:45pm; Guy LeBow commentates the sport news & interviews sports figures; SUSTAINING; PROD - Guy LeBow; DIR - Jerry Friedman WOR; DEBUT - Feb 1951; Last show June 22.

WPIX

BOXING & WRESTLING - on WPIX only; 9-11pm Wed; Jack McCarthy commentator at bouts originating from Twin City Arena; SUSTAINING; PROD-DIR - Jack Murphy; DEBUT - April 1951; Last show June 6.

GIANTS BASEBALL - on WPIX only; Russ Hodges & Ernie Harwell narrate all Giant home games; SPONSOR - Chesterfields; AGCY - Cunningham & Walsh; DIR - Jack Murphy WPIX; ASSOC DIR - Jack Felice WPIX.

A DAY WITH THE GIANTS - on WPIX only; Laraine Day & Kevin Kennedy interview 1 Giant player & 1 visiting team player 15 min before each game; SPONSOR - Krueger Beer; AGCY - Charles Dallas Reach; PROD-DIR - Jack Murphy & Jack Felice WPIX.

CLUBHOUSE INTERVIEWS - on WPIX only; Win Elliot, MC, interviews 1 player from each team for 10 minutes after each game; SPONSOR - Barney's (Emil Mogul) alt with Thom McCann (Neff-Rogow); PROD-DIR - Jack Murphy & Jack Felice WPIX.

PLAY BALL - on WPIX only for ½hr preceding "A Day With the Giants" (Giant games) & "Dizzy Dean Show" (Yankee games); Hal Tunis, MCs baseball quiz; SPONSOR - Winston TV Stores; AGCY-PKGR - Albert Black; DIR - Ted Estabrook WPIX.

JIMMY POWERS SHOW - on WPIX only for 10 minutes following "Clubhouse Interviews"; Jimmy Powers, with sports news; Jean Alexander, commercial demonstrator; SPONSOR - Vim Stores; AGCY - Wm Warren, Jackson & Delaney; SUPER - Stevens P. Jackson; PKGR - Jimmy Powers; DIR - Conrad W. Mikorenda WJD.

JIMMY POWERS SHOW - on WPIX only; Sun thru Sat 6:45-7pm; Jimmy Powers interviews 2 sports personalities daily, plus sports news & comments; SPONSOR - Howard Clothes; AGCY - Peck; SUPERV - Herbert J. Stiefel at Peck; PROD - Jimmy Powers; DIR - Bob Busch WPIX; DEBUT - May 1949; (NO SUMMER HIATUS).

FILM FEATURES (Old Movies)

We have listed below only those programs which were regularly scheduled by NETWORKS. Film Programming on the local NYC stations fluctuates too greatly to be recorded.... The following were regularly scheduled during May 1951.

ABC

Sundays - 8-9pm; Hollywood Adventure Films
9-9:30pm; Documentary Film
9:30-10pm; Marshall Plan..Action

Mondays - 8:30-9pm; Documentary Film
10-11pm; Films of Romance

Tuesdays - 8-9pm; Hwood Mystery Features
10-11pm; Adventure Features

Thursdays - 10-10:30pm; Hwood Shorts
10:30-11pm; Documentaries of Chambers of Comm.

CBS

Tuesdays - 8-9pm; Top Feature Films; DEBUT - April 1951; from WCBS-TV to approx 10 Sta

The Early Show(6:30-7:30pm weekdays) & Late Show (post 11pm) are Local

TALK TO THE STARS - on WGN-TV only; 5pm after each Indoor home game; Reggie Dalton & Bob Sherry discuss the viewers; SPONSOR - Hamms (Jones Jones) & Dodd (James & Mitchell); FROD - Harry Heilman; DIR - John Stevenson WGN.

OUR TOWN/SPORTS WRITE - on WGN-TV only; Non-Sens Pat Gibson-Bryan; Our Lady con-
ducates the program here & interviews sports figures; SPO-
NSORS; FROD - Ray Dalton; DIR - Jerry Brisdman WGN; TEAM - Bob Joy; Jack Brow
Jane Ed;

WGN

SOCIAL & MEDICALES - on WGN only; 2-time Wed; Jack McCarthy conversation w/ Wheda
originating from Tuck City Army; SPONSORS; FROD-DIR - Jack
Murphy; TEAM - April Ed; last date Dec 6.

GLOVE MARGINALS - on WGN only; Bob Rodgers & Ernie Harwell narrate all Cubs home
games; SPONSOR - Chesterfield; ANCR - Charlie Jones & Walsh; FRO-
Jack Murphy WGN; TEAM Jim - Jack Dalton WGN.

A-DAY CHICAGO CLINIC - on WGN only; Jerome Jay & Kevin Kennedy interview 3 Cubs
players & 1 visiting team player 15 min before each game;
SPONSOR - Budweiser Beer; ANCR - Charlie Dalton Team; FROD-DIR - Jack Murphy & Jack
Dalton WGN.

CLUBHOUSE INTERVIEW - on WGN only; Vin Ellior, MC, interviews 1 player from each
team for 10 minutes after each game; SPONSOR - Pepsi's (Hall
Sugar) sponsors Tom Matson (Matt-Sugar); FROD-DIR - Jack Murphy & Jack Dalton WGN.

TEAM BALL - on WGN only 30-min program "A Day With the Giants" (Giant general &
"Mary Ann Shaw" (Dalton prima); MC Tonto, Vin Baseball quiz;
& Giants TV Stars; ANCR-FROD - Albert Dixon; DIR - Ted Blackburn WGN.

SPORT TONIGHT, WGN - on WGN only for 10 minutes following "Clubhouse Interviews";
Jimmy Powers, with sports news; Tom Alexander, commercial an-
nouncer; SPONSOR - Vim Tonics; ANCR - Me Warren, Jackson & Delaney; DIRE -
Steven T. Jackson; FROD - Jimmy Powers; TEAM - Gowan & Hibernath WGN.

SPORT TONIGHT EDIT - on WGN only; Sun.thru Sat 6:45-7pm; Jimmy Powers interviews 9
sports personalities daily, plus sports news & commentary; SPONSOR
- Wheaties Cereals; ANCR - Jack; DIRECTOR - Herbert T. Mitchell or Jack; FROD - Jimmy
Powers; DIR - Bob Quick WGN; TEAM - May 1949; (NO SUMMER SERIES).

FILM PROGRAMS (Old Lovies)

We have listed below only those programs which were regularly scheduled by SPONSORS.
Film Programming on the local NBC stations fluctuates too greatly to be recorded....
The following were regularly scheduled during May 1951.

ABC

Monday - 6-7pm; Hollywood Movie Trailers
9-9:30pm; Documentary Film
9:30-10pm; Hollywood Movie Action

Tuesday - 8:30-9pm; Documentary Film
10-11pm; Films of Interest

Tuesday - 6-7pm; Royal Sports Review
10-11pm; Adventure Theatre

Wednesday - 10-10:30pm; Royal Sports
10:30-11pm; Documentary Film
Theatre of Time.

CBS

Monday - 6-7pm; Top Movies Film; ANCR - April 1951; from WBKB-TV Chicago to the
The Early Show (6:30-7:30pm weekdays) & Late Show (Real Lady on Tues)

FILM FEATURES - DuM

No network shows scheduled. 10 local film programs. See Royal Playhouse - Pg 9

NBC

No network shows scheduled. Various local film features shown. See other sections for programs produced on film especially for TV.

ADD DRAMATIC PROGRAMS - Page 7

FIRESIDE THEATER - (on film) - from WNBT to 31 NBC sta plus 25 spots; Tue 9-9:30pm; Original stories filmed for program; SPONSOR - Procter & Gamble (Duz, Ivory, Crisco); AGCY - Compton; SUPERV - Brewster Morgan, Compton; PKGR - Bing Crosby Enterprises, H'wood; PROD-DIR - Frank Wisbar at Crosby; DEBUT - April 1949; MAY MULTIPULSE - 30.3; (SUMMER HIATUS: Last show June 26 - Returns Aug 28).

SNOWCROP MATINEE THEATER - on WNBT & WABD only; WNBT - Thur & Fri 2:30-3pm; WABD - Tue & Wed 1:30-2pm; Shows are second-run television films; SPONSOR - Snowcrop; AGCY - Maxon; DEBUT - March 1951; MAY MULTIPULSE - 2.4; (NO SUMMER HIATUS).

ADD INTERVIEW PROGRAMS - Page 23

ON THE LINE WITH CONSIDINE - from WNBT to 27 NBC sta; Sat 5:45-6pm; Bob Considine interviews guests with human interest stories; SPONSOR-Mutual of Omaha; AGCY - Bozell & Jacobs; PROD - Clarence Thomas NBC; DIR - Martin Hoade NBC; DEBUT - Jan 1951; MAY MULTIPULSE - 4.1; (SUMMER HIATUS: Last show June 30 - Returns Sept 1).

ADD PANEL-QUIZ PROGRAMS - Page 24

BETWEEN THE LINES - on WPIX only; Wed 11:20-11:50pm; Assemblyman Eugene Bannegan & guests; SPONSOR - Assoc Food Stores; AGCY - Co-ordinated Advt; PROD - Lester Wolff; DIR - Pete Molnar WPIX; DEBUT - April 1951; (NO HIATUS).

ADD EXPOSITION-EDUCATIONAL PROGRAMS - Page 29

DRILL CALL - on WOR-TV only; Tue 8-8:30pm; Chief Instructor Gary McHugh (professional actor, conducts classes same as recruit curriculum -boat handling,etc. PKGR-PROD - U.S.Navy, 3rd Naval Dist Training Corp; DIR - Fred Stange; DEBUT - Oct 1950; (NO SUMMER HIATUS - Last Tue show June 19 - Stars Thur 8pm June 28).

ADD HOMEMAKING PROGRAMS - Page 33

WOODY & VIRGINIA KLOSE - on WJZ-TV only; Mon thru Fri 12-12:30pm; Household hints & chatter; SPONSOR - Partic; PROD - Jim Pollock ABC; DIR - Ted Nathanson ABC; DEBUT - May 1951; (NO SUMMER HIATUS). Woody Klose had show on CBS from Sept 1950 with another partner.

ADD CHILDREN'S PROGRAMS - Page 41

SOAP BOX THEATER - from KECA-TV H'wood to ABC net; Sun 11:30am-12noon; Children's variety show; DEBUT - May 1951; (NO SUMMER HIATUS). Kinescope

SUNSET STAR THEATER - on WPIX only; Sat 5-5:30pm; Children's variety show featuring Lenn Dale, Kenny Sharpe & Angel (8 yr.old ventriloquist); SPONSOR - Sunset Appliances; AGCY - Arnold Cohan; PKGR-PROD - George Scheck Prod'ns; DIR - Bob Busch WPIX; SCRIPTS - Mickey Freeman & George Scheck; DEBUT - Dec 1950; (NO SUMMER HIATUS).

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

Acrobat Ranch, A.....36
A Day With The Giants,P..44
Alan Young Show, C.....14
Aldrich Family, N.....12
Amer Forum of The Air,N..26
Andy & Della Russell, A..17
Armchair Shopping, D.....31
Armstrong Circle Th, N... 7
Arthur Murray Show, A....14
At Bat With Bedford, W...43
At Home Show, C.....18
At The Mayor's Desk, P...26

Baby Sitter, D.....31
Battle Report, N.....26
Beat The Clock, C.....21
Bert Parks Show, N.....35
Better Home Show, A.....31
Betty Crocker, C.....31
Between The Lines, P.....46
Beulah, A.....12
Bigelow Theater, C..... 7
Big Story, N..... 7
Big Top, C.....37
Big Town, C.....10
Blind Date, A.....21
Bob Howard Show, W.....18
Boxing, all.....42-44
Break The Bank, N.....21
Bride & Groom, C.....21
Bringing Up Mother, N....31
Bway Open House, N.....14
Bway to Hollywood, D.....29
Buddy Rogers Show, W.....35
Burns & Allen, C.....12
Buster Crabbe Show, W....37
Buster Crabbe Gym, W.....34

Camel News, N.....27
Captain Boots & Gus, P...37
Captain Video, D.....13
Casey, Crime Photog, C...10
Cavalcade of Bands, D....18
Cavalcade of Stars, D....14
CBS News - D Edwards, C..27
Celebrity Time, C.....24
Chance of A Lifetime, A..22
Charlie Wild, Pvt Det, C.10
Charm Time, W.....18
Chester The Pup, A.....37
Children's Hour, N.....37
Children's Theater, N....37
Child Talent Search, P...37
Circuit Rider, A.....30
Cisco Kid, N.....37
Claire Mann Glamour, A...34
Clubhouse Int'ws, P.....44
Club Seven, A.....18
Comedy Hour, N.....14
Cook & Win w/P Cannon,A..31
Ct of Current Issues, D..26

Danger, C..... 7
Danny Webb, P.....37
Date In Manhattan, N.....33
Daydreaming w/Laraine,A..42
Dick McCutchen News, W...27
Dione Lucas, A.....32
Dixie Showboat, P.....18
Dizzy Dean, D & P.....43
Dodger Baseball, W.....43
Don McNeill TV Club, A...14
Drill Call, W.....45

Earl Wilson, D.....22
Easy Does It, N.....18
Ellery Queen, D.....10
Eloise Salutes Stars, D..23
Elton Britt, W.....37
Ethel Thorsen, C.....34
Eva Gabor, A.....23
Evening News, D.....28
Exclusive Crime Clues,P..26

Facts We Face, C.....26
Faith Baldwin, A..... 7
Faith For Today, A.....30
Famous Jury Trials, D.... 7
Fashion Magic, C.....34
Faye Emerson, A.....23
Fight Follow-Up, C.....42
Finders Keepers, N.....33
First 100 Years, C.....13
Fireside Theater, N.....45
Fitzgeralds, A.....36
Florian ZaBach, C.....18
Flying Tigers, D.....13
Ford Festival, N.....15
Ford Theater, C..... 7
For Your Information,D...32
Four Star Revue, N.....15
Frank Sinatra, C.....15
Fred Waring, C.....18
Front Page Detective,D...10
Fun Fair, A.....38
Fun With Food, A.....32

Gabby Hayes, N.....8 & 38
Garroway At Large,N.....15
Garry Moore, C.....35
Gene Autry, C.....38
Giants Baseball, P.....44
Gillette Cav'de Sports,N.43
Girls' Baseball, A.....42
Godfrey & Friends,C....15
Going Places(B Betz),A.23
Goldbergs, C.....12
Grand Chance Rd'up,C...38
Greatest Fights, N.....43
Guy LeBow Sports, W....41

Half-Pint Party, A.....38
Hands of Destiny, D.... 8
Happy Felton, W.....43,44
Hawkins Falls, N.....13
HQ New York, N.....29
Henry Morgan, N.....15
Holiday Hotel, A.....15
Hwood Jr Circus, N.....38
Hwood Screen Test, A...20
Hwood Theater Time, A.. 8
Home Gardener, A.....32
Homemakers' Exch, C....32
Hopalong Cassidy, N....38
Horace Heidt, C.....20
Howdy Doody, N.....38

I Cover Times Sq, A....10
Industry On Parade, N..29
In Record Time, P.....24
Int'l Chef, P.....32
It's Fun To Know, C....29
It's In The Bag, D.....33
It's Up To You, C.....26

Jacqueline Susann, D...29
Jack Benny, C.....16
Jack Carter, N.....16
Jack & Jill Varieties,P38
James Melton, N.....15
Jimmy Blaine Jr Edi, A.39
Jimmy Powers, P.....44
Joe Franklin, A.....18
John Feeney, W.....19
Johns Hopkins Sci Rev,D29
J Wingate News, W.....28
Jon Gnagy, N.....29
Jo McCarthy, N.....32
Joyce Matthews, D.....23

Kate Smith, N.....35
Kathi Norris, N.....32
Ken Murray, C.....16
Kid Gloves, C.....42
Kitchen Kapers, A.....32
Kleigs & Footlights,N..36
Knothole Gang, W.....43
Kraft Theater, N..... 8
Kreisler Bandstand, A..19
Kukla,Fran & Ollie, N..39

[illegible]

Ladies Daily, A.....32
Lamp Unto My Feet, C.....31
Laraine Day, A.....36
Leave It To The Girls, N.24
Leave It To Papa, P.....12
Life With Linkletter, A..22
Lights Out, N..... 8
Life Begins At 80, A.....24
Lilli Palmer, C.....23
Little Show, N.....19
Live Like A Millionaire, C20
Lois & Looie, A.....39
Lone Ranger, A.....39
Lucky Pup, C.....39
Lux Video Theater, C..... 8

Magic Clown, N.....39
Magic Cottage, D.....39
Magic Slate, N.....39
Mama, C.....12
Man Against Crime, C.....11
Manhattan Spotlight, D...23
March of Time, A.....29
Margaret Arlen, C.....36
Market Melodies, A.....32
Martin Kane, N.....11
Meadows' Beauty Forum, W..35
Meet The Press, N.....26
Meet Your Cover Girl, C...36
Merry Mailman, W.....40
Miss Susan, N.....13
Mohawk Showroom, N.....19
Morning Chapel, D.....31
Mr. I.Magination, C.....40
Mr. & Mrs. Mystery, W....11
Mr. Wizard, N.....29
Mrs. Roosevelt, N.....26
Musical Playtime, N.....30
Mary Hartline, A.....39

Nature of Things, N.....30
News of the Night, C.....28
News, all.....27,28
New York, NY, P.....25
Not For Publication, D...11
Now You're Cooking, W....33
Oh Kay! A.....35
OK Mother, D.....34
On The Line, Considine, N..45
On Trial, A.....26
Once Upon A Tune, D.....19
One Man's Family, N.....12
Opera Cameos, P.....19
Original Amateur Hr, N...20
Outdoors Unlimited, W....30

Pabst Fights, C.....42
PAL Show, N.....40
Panhandle Pete & Jenn, N.39
Paul Whiteman Revue, A...19
Pentagon-Washington, D...26
Penthouse Party, A.....23
People's Platform, C.....26
Perry Como, C.....19
Philco Playhouse, N..... 8
Plainclothesman, D.....11
Play Ball, P.....44
Prince George Revue, W...19
Press Conference, W.....26
Pulitzer Playhouse, A.... 8

Q.E.D., A.....25
Quick on the Draw, N.....25
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You're On Your Own, D..41
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Local Market Analysis	*1 per month*
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News Record for the Month	*1 per month*
Recap of Scripts, Writer Credits	*2 per year*
Packaging Activity, Availables	*3 per year*
Program Trends by Type	*2 per year*
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ON TELEVISION PROGRAMMING

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EDITOR: Robert Cinader VOL. 3 NO. 4 APRIL 29-MAY 5, 1951
SUPPLEMENT A

REVISED DIRECTORY: AGENTS - AD AGENCIES - PRODUCERS

For the convenience of subscribers, this up-to-date directory is published in advance of our special Directory Issue at the end of May. That issue - which will be open to advertising - will feature not only directories to the trade but also credits and details on every current network television program. Our Talent Credits Issue will be published in June. Forms for listing credits are being mailed to producers this week.

ARTISTS' REPRESENTATIVES AND CASTING AGENTS

Affiliat'd Artists	20 E 53	PL 3-1862
Agents TV Corp	724 Fifth	JU 2-3885
Assoc Booking	745 Fifth	PL 9-4600
Nicholas Agneta	1270 Sixth	CO 5-0232
Laura Arnold	545 Fifth	MU 2-2795
Al Grossman	1270 Sixth	CI 5-8422
Artists Mgt	200 W 57	PL 7-2157
Assoc Artists	117 W 48	PL 7-6592
Ted Ashley	545 Fifth	MU 7-0576
Baum- Newborn	11 W 42	BR 9-6377
V S Becker	562 Fifth	LU 2-1040
Jack Bertell	745 Fifth	PL 9-5260
Milt Blackstone	1697 Bway	JU 6-2756
Briscoe & Goldsmith	522 Fifth	MU 2-6244
Jane Broder	40 E 49	MU 8-0960
Chamberlain Brown	145 W 45	LU 2-2207
Bernard Burke	48 W 48	PL 7-4540
Columbia Artists	113 W 57	CI 7-6900
Darrow Agency	681 Fifth	PL 3-0871
Deborah Coleman	1674 Bway	PL 9-1803
Jack Davies	48 W 48	PL 7-1880
Sara Enright	234 W 44	LA 4-8553
Famous Artists	610 Fifth	CI 7-6200
Foley & Gordon	9 E 45	MU 5-5354
Dorothy Gabriel	501 Madison	EL 5-1076
Gale Agency	48 W 48	PL 7-7100
General Artists	1270 Sixth	CI 7-7550
John Gibbs	30 Rock Pl	CO 5-7504
Joseph Gidding	111 E 64	RH 4-6837
Joe Glaser	745 Fifth	PL 9-4600
Lew & Leslie Grade	250 W 57	JU 6-4190
Abner Greshler	1270 Sixth	CI 7-3025
Hartford Agency	18 E 48	PL 3-6500
Sylvia Hahlo	113 W 57	JU 6-2731
Mark Hanna	654 Madison	TE 8-8730
Frances Hidden	350 Fifth	CH 4-1376
Howard Hoyt	11 W 42	LA 4-0089
Miles Ingalls	Hotel Astor	JU 6-3000
Int'l Artists	420 Madison	PL 9-7490
May Johnson	745 Fifth	PL 9-2991
El'nor Kilgallen	595 Madison	MU 8-4222
Lucy Kroll	119 W 57	PL 7-4250
Ken Later	65 W 54	PL 7-6964
Mark Leddy	48 W 48	JU 6-2760
Lee-Harris-Draper	113 W 57	JU 6-4180
Liebling-Wood	551 Fifth	VA 6-3714
M C A	598 Madison	PL 9-7500
Metropolitan Atst	405 Lex	OR 9-3930
Wm McCaffrey	501 Madison	EL 5-1076
William Morris	1740 Bway	JU 6-5100
Marjorie Morrow	1501 Bway	CH 4-0644
N C A C	711 Fifth	PL 9-6000
Lucille Phillips	1674 Bway	CI 7-3264
Barron Polan	444 Madison	PL 9-4727
Popular Concert	250 W 57	PL 7-3396
Max Richard	1776 Bway	PL 7-6414
Robbins Bros	67 W 44	MU 7-2033
Frances Robinson	220 W 42	WI 7-2308
Jerry Rosen	48 W 48	PL 7-6185
Gloria Safier	457 Madison	MU 8-3950
Bernard Schubert	509 Madison	MU 8-0940
Louis Shurr	1501 Bway	CH 4-8240
Paul Small	535 Fifth	MU 7-0606
Maeve Southgate	25 W 9	GR 3-1308
Barbara Stanger	17 E 48	PL 5-1127
Talent Assoc	150 E 52	PL 3-1030
Jules Ziegler	545 Fifth	MU 2-2080
Peter Witt	37 W 57	PL 9-7966
*Actors Exchange	226 W 47	CI 6-5473
*Artists Service	305 W 69	SU 7-5400
*Bway Exchange	168 W 46	CI 7-3997
*Lexington(Tel Exch)	595 Fifth	LE 2-1100
*Radio Registry	21 W 47	PL 7-0700
*Tele-Test Exch	35 W 53	JU 2-0460

ADVERTISING AGENCIES WITH PROGRAMS ON TELEVISION IN NEW YORK

Anderson & Cairns	488 Madison	MU 8-5800	Ficks & Greist	420 Lex	MU 3-9135
Atlas	1457 B'way	BR 9-5166	Huber Hoge	699 Madison	TE 8-0200
N.W. Ayer	30 Rock Pl	CI 6-0200	Charles Hoyt	551 Fifth	MU 2-2000
Badger,Br&Hersey	30 Rock Pl	CI 7-3710	Hutchins	16 West 46	PL 7-8526
Ted Bates	630 Fifth	JU 6-0600	Kastor,Far,Ches,Cl	274 Madison	OR 9-4440
BBD&O	383 Madison	EL 5-5800	Kenyon & Eckhardt	247 Park	MU 8-5700
Benton & Bowles	444 Madison	MU 8-1100	Klores & Carter	129 West 52	PL 7-6860
Berm,Castl & Pierce	136 East 38	LE 2-7550	Kudner	575 Madison	MU 8-6700
Biow	640 Fifth	PL 9-1717	C.J. LaRoche	247 Park	PL 5-7711
Bobley	9 West 57	PL 9-7272	Al Paul Lefton	521 Fifth	VA 6-4340
Blaine-Thompson	234 West 44	LO 4-0800	Lennen & Mitchell	17 East 45	MU 2-9170
Brisacher,Wheeler	140 East 39	OR 9-4960	Marschalk & Pratt	535 Fifth	VA 6-2022
Brooke,Sm, Fr&Dorr	52 Vanderb't	MU 6-1800	J.M. Mathes	122 East 42	LE 2-7450
Franklin Bruck	1270 Sixth	CI 7-7660	Maxon	12 East 53	PL 9-7676
Buchanan	1501 B'way	BR 9-7900	McCann-Erickson	50 Rock Pl	JU 6-3400
Leo Burnett	743 Fifth	PL 9-7552	MacManus,John&Adms	444 Madison	PL 9-3221
Calkins&Holden,etc	247 Park	PL 5-6900	Hubert L. Mihic	250 West 57	CI 7-1153
Campbell-Ewald	1 East 57	MU 8-3120	C.L. Miller	521 Fifth	MU 2-1010
Casler,Hemp & Han	33 West 42	LO 5-2921	Emil Mogul	250 West 57	CO 5-2482
Cayton	350 Fifth	LE 2-1711	Moore & Hamm	7 East 35	OR 9-4100
Cecil & Presbrey	247 Park	MU 8-1234	Moss Associates	415 Lex	MU 7-7377
Arnold Cohan	101 West 55	PL 7-7730	Paris & Peart	370 Lex	MU 9-2424
Compton	630 Fifth	CI 6-2800	Peck	400 Madison	PL 3-0900
Cunningham & Walsh	40 East 34	MU 3-4900	Pedlar & Ryan	250 Park	PL 5-1500
Dancer-Fitz-Sample	347 Madison	OR 9-0600	Philbin,Brand&Sar	277 Park	PL 3-8110
D'Arcy	515 Madison	PL 8-2600	Product Adv Corp	215 Fourth	OR 7-2552
Dundes & Frank	64 West 48	PL 7-0750	Pearson Adv	250 Park	MU 8-3055
Murray Director	527 Fifth	MU 7-3669	F.D. Richards	10 Rock Pl	JU 6-5400
Doherty,Cliff&Shen	350 Fifth	BR 9-0445	Arthur Rosenberg	570 Seventh	CH 4-4420
Donahue & Coe	1270 Sixth	CO 5-4252	Ruthrauff & Ryan	405 Lex	MU 6-6400
Doremus	120 B'way	WO 4-0700	Ben Sackheim	2 West 59	PL 9-5141
Duane Jones	570 Lex	PL 3-4848	Sherman & Marq	10 Rock Pl	PL 7-6400
Roy S. Durstine	730 Fifth	CI 6-1400	Sternfield-Godley	280 B'way	BA 7-3030
Ellington	535 Fifth	MU 7-4300	Stockton,West,etc	501 Madison	MU 8-6077
Erwin, Wasey	420 Lex	LE 2-8700	Sul,Stau,Col,Bayl	437 Fifth	OR 9-2500
William Esty	100 East 42	MU 5-1900	J.D. Tarcher	630 Fifth	CI 6-2626
Federal	385 Madison	MU 8-4200	J.Walter Thompson	420 Lex	MU 3-2000
Foote,Cone&Beld'g	247 Park	MU 8-5000	Turner, Leach	10 East 40	MU 6-4242
Gardner	9 Rock Pl	CO 5-2000	Wesley Assoc.	347 Madison	MU 6-7077
Getschal & Richard	49 East 51	PL 9-1332	William Warren	45 West 45	JU 6-0550
Geyer,Newell&Ganger	745 Fifth	PL 5-5400	Ward Wheelock	444 Madison	PL 3-7120
Gibraltar	17 East 45	MU 7-7896	Warwick & Legler	230 Park	MU 6-8585
Grant	350 Fifth	BR 9-6100	Weintraub	488 Madison	MU 8-3901
N.C. Greenfield	570 Seventh	LO 4-4464	William Wilbur	135 East 54	MU 8-1186
Grey	166 West 32	CH 4-3900	E.B. Wilson	120 Wall	DI 4-6780
Gunn-Mears	1475 B'way	BR 9-2900	Weiss & Geller	400 Madison	PL 3-4070
Hewitt,Ogil,Ben,Mat	575 Madison	MU 8-6100	Young & Rubicam	285 Madison	MU 9-5000

PUBLISHER'S INFORMATION

ROSS REPORTS now offers numerous and varied services, including both publications and telephone information. Subscribers to our weekly television reports receive all our services combined in one package @ $10 per month (Executive Price), $7 per month (Talent Price), or $4 per month (bulk price for extra copies to a basic subscription).

Our Talent Locator Service - with telephone information & weekly listings - is now included in the weekly Ross Reports.

Our monthly Talent Edition for performers & writers is offered for sale at our office @ $1 per month (published at the beginning of each month) or $10 per year.

INDEPENDENT PACKAGERS ACTIVE IN NEW YORK

ANTA	245 W 52	LU 2-0880
Ted Ashley	545 Fifth	MU 7-0576
Barry-Enright	104 E 40	OR 9-3118
Charles Basch	17 E 45	MU 8-8877
V.S. Becker	562 Fifth	LU 2-1040
Albert Black	1270 Sixth	CO 5-5885
Milt Blackstone	1697 B'way	JU 6-2756
Louis G. Cowan	485 Madison	PL 9-3700
Drama Associates	214 W 42	LO 4-1317
Ehrlich-O'Malley	1819 B'way	JU 6-5472
Barry Elliott	516 Fifth	MU 2-3383
Jerry Fairbanks	157 E 69	TR 9-3352
Mildred Fenton	40 E 49	PL 9-8266
Foley & Gordon	9 E 45	MU 7-5354
Hardie Freiberg	270 Park	MU 8-0230
Fuerst, Stradley	618 Lex	PL 3-7772
G & W Prods	307 E 44	MU 5-4258
Gainsborough	1440 B'way	CH 4-0626
John Gibbs	30 Rock Pl	CO 5-7504
Arthur Godfrey	485 Madison	PL 5-2000
Harry S. Goodman	19 E 53	PL 5-6131
Martin Goodman	65 W 54	JU 6-1180
Goodson-Todman	49 E 52	PL 5-2000
Martin Gosch	14 E 65	TR 9-7060
Harvey & Howe	500 Fifth	WI 7-2000
West Hooker	598 Madison	PL 9-7500
Harold Huber	145 W 58	CI 7-7440
Charles Irving	130 E 61	TE 8-7023
Carol Irwin	277 Park	PL 5-7244
Robt Jennings	53 W 53	CI 6-7020
Martin Jones	Pk Sheraton	JU 6-1120
Roger Kay	666 Fifth	MU 8-2164
Ted Lloyd	270 Park	MU 8-3830
Phillips Lord	501 Madison	PL 5-2211
Gerry Layton	551 Fifth	MU 7-6320
Lester Lewis	1 Christphr	WA 4-8582
Max Liebman	130 W 56	PL 7-6533
Harvey Marlowe	20 W 67 WOR-TV	LO 4-8000
Master'n,Red&Nel	745 Fifth	PL 5-1120
Mayo Video	113 W 57	PL 7-4996
Larry White	1 E 48	PL 9-2307
MCA Artists	598 Madison	PL 9-7500
Media Prods	245 W 55	JU 2-2361
Modell-Harbruck	7 W 66	TR 3-7000
William Morris	1740 Bway	JU 6-5100
Carlton Morse	NBC Rm 688	CI 7-8300
Herbert Moss	100 W 55	CO 5-1661
John Nasht	1 E 53	MU 8-3323
Neptune Prods	30 Rock Pl	CI 7-8300
Oliver Nicoll	37 W 46	LU 2-3150
Jack Partington	1501 B'way	LO 3-0029
Philbin-Bergmann	277 Park	PL 3-8110
N & I Pincus	101 W 55	CI 6-0138
Popular TV Prog	250 W 57	PL 7-3396
Bernard Prockter	221 W 57	JU 6-4830
Product Adv Corp	215 Fourth	OR 7-2552
Monte Proser	59 W 44	MU 7-4400
Reemack Prods	527 Fifth	MU 7-7979
Rockhill Radio&TV	18 E 50	PL 9-7979
Roberts & Carr	48 W 48	PL 7-5625
Martha Rountree	570 Lex	PL 5-7770
Kermit Schafer	112 E 37	MU 9-4628
Bernard Schubert	509 Madison	MU 8-0940
Henry Souvaine	30 Rock Pl	CI 7-5666
Wilbur Stark	510 Madison	PL 3-1742
Martin Stone	4 W 58	MU 8-0585
Douglas Storer	1270 Sixth	CI 7-6325
Irvin P. Sulds	654 Madison	TE 8-7025
Telenews Prods	630 Ninth	JU 6-2450
Telco Prods	55 W 53	PL 7-0146
Tele-Scope Prods	9 W 57	PL 9-7272
Transamerican	1 E 54	PL 5-9800
TV-Programs	350 Fifth	CH 4-1374
United Artists TV	729 Seventh	CI 5-6000
Fred Vandeventer	1440 B'way	LO 4-8000
Vincent-Law	509 Madison	EL 5-0734
Charles Wick	342 Madison	MU 7-1746
Wayne Wirth	30 Rock Pl	JU 2-3026
Ed Wolf	420 Madison	PL 5-7620
World Folk Presns	505 Fifth	WA 9-4488
World Video	15 E 47	PL 9-3870
Frederic Ziv	288 Madison	MU 8-4700

TV STUDIOS & THEATERS

ABC	TV Center	7 W 66	TR 3-7000
	Ritz Theater	219 W 48	
	Vanderbilt "	148 W 48	
	Elysee "	202 W 58	
CBS	#41,#42,#43	15 Vblt	PL 5-2000
	Liederkrantz	111 E 58	
	Playhouse #3	1697 B'way	
	" #51	109 W 39	
	" #52	254 W 54	
	Peace Hall#57	109 St & Fifth	
	Town Thtr#58	841 Ninth Ave	
	Mansfield#59	256 W 47	
	Lincoln Sq#60	1947 Broadway	
	Stork Club	3 E 53	
NBC	Studios	30 Rock Pl	CI 7-8300
	Studios	105-55 E 106	
	Center Thtr	Rock Pl	
	International	5 Columbus Cir	
	Hudson	141 W 44	
PIX	Studios	220 E 42	MU 2-1234
DuM	Studios	515 Mad	MU 8-2600
	Wanamaker's	Astor Place	
	Adelphi Thtr	150 W 54	
	Ambassador	215 W 49	
WOR	TV Center	20 W 67	LO 4-8000
	Amsterdam Thtr	214 W 42	

INDEPENDENT PARKING ACTIVE IN [illegible]

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Alexander(Colorado)	500 Fifth	PL 6-3028
Amer Film Produ'rs	1600 Bway	PL 7-5915
Animated Prod'ns	1600 Bway	CO 5-2942
Apex Film Corp	38 E 57	PL 8-2885
Archer Prod'ns	35 W 53	JU 6-2690
Audio Prod'ns	630 Ninth	CO 5-6771
Fred Bornet	149 W 51	PL 7-3351
Calif'a Pictorial	270 Park	MU 8-3778
Caravel	730 Fifth	CI 7-6111
Charter Oak	516 Fifth	MU 2-3383
Cinemart	565 Fifth	MU 8-3837
Concord	25 W 45	LU 2-1700
Shamus Culhane	207 E 37	MU 2-8243
Depicto	25 W 54	CO 5-7621
Famous Studios	25 W 45	LU 2-4500
Jerry Fairbanks	157 E 69	TR 9-3352
Paul J. Fennell	40 E 40	MU 9-4268
Film Graphics	245 W 55	JU 6-0083
G-L Enterprises	1619 Bway	PL 7-0198
Gray-O'Reilly	480 Lex	PL 3-1531
Jam Handy	1775 Bway	JU 2-4060
F.R. Hankinson	15 W 46	JU 6-0133
Ben Harrison	245 W 55	PL 7-3217
Hartley Prod'ns	20 W 47	JU 2-3960
IMPS	515 Madison	EL 5-6620
Bernard Karlen	270 Park	PL 9-3107
Herbert Kerkow	480 Lex	EL 5-0683
Walter Klee	245 W 55	PL 7-0524
Lewis Sound Films	71 W 45	LU 2-1322
Loucks & Norling	245 W 55	CO 5-6974
Motion Picture Stg	3 E 57	PL 3-4840
M P O Prod'ns	15 E 53	MU 8-7830
Murphy-Lillis	59 Park	MU 6-2142
Stanley Neal	630 Fifth	CO 5-8335
Ted Nemeth	729 Seventh	CI 5-5147
Pathescope	580 Fifth	PL 7-5200
Regency	112 W 48	JU 2-0274
RKO Pathe	625 Madison	PL 9-3600
Hal Roach	729 Seventh	CI 5-4135
L W Roush	333 W 52	CO 5-6430
Sarra	200 E 56	MU 8-0085
Science Pictures	5 E 57	PL 3-5925
Screen Gems	729 Seventh	CI 5-5044
Seaboard Studios	157 E 69	RE 7-9200
Skyline Prod'ns	127 E 61	TE 8-7550
Fletcher Smith	321 E 44	MU 5-6626
Sound Masters	165 W 46	PL 7-6600
Special Purpose	44 W 56	JU 6-0020
Wilbur Streech	1697 Bway	JU 2-3816
Sturm Studios	53 E 9	OR 7-7270
John Sutherland	60 E 42	MU 7-7815
Telemated Ctoons	70 E 45	MU 6-8933
Televi'n Ctoons	155 W 46	JU 6-1650
TV Films	155 W 46	MU 2-3607
20th Century-Fox	444 W 56	CO 5-3320
Tempo Prod'ns	588 Fifth	PL 7-0744
Terrytoons	New Rochelle	NE 2-3466
Transfilm	35 W 45	LU 2-1400
United World	445 Park	PL 9-8000
Wilding Prod'ns	385 Madison	PL 9-0854
Vidicam Prod'ns	240 E 39	MU 6-3310
Video Varieties	41 E 50	MU 8-1162
Willard Films	45 W 45	LU 2-0430
Van Praag Prod'ns	1600 Bway	PL 7-2857

FILM DISTRIBUTORS

Associated Artists	444 Madison	MU 8-4754
Atlantic TV	130 W 46	LU 2-1287
Atlas TV	1619 Bway	JU 6-3470
Cinetel	119 W 57	JU 2-4813
Commonwealth	723 Seventh	CI 5-6456
Flamingo	538 Fifth	MU 7-8865
Film Equities	1501 Bway	LO 4-8234
General Film Corp	25 W 45	LU 2-1700
Hoffberg Prod'ns	620 Ninth	CI 6-9031
Hyperion(Holland)	1564 Bway	JU 2-2928
Monogram	630 Ninth	PL 7-8420
Official Films	25 W 45	LU 2-1700
Olio Video	131 W 52	JU 6-0873
Post Pictures	115 W 45	LU 2-4870
Standard TV Corp	1501 Bway	LO 4-8234
Sterling Films	316 W 57	JU 6-3750
Telecast Films	145 W 45	LU 2-4326
Telenews	630 Ninth	JU 6-2450
Windsor Films	119 W 57	JU 2-4813
Winik Films	625 Madison	PL 3-0684
United Artists TV	729 Seventh	CI 5-6000
United TV Programs	488 Madison	MU 8-0200
United World	1445 Park	TR 6-5200
Unity Films	1501 Bway	LO 4-8234
Ziv Prod'ns	488 Madison	MU 8-4700

STATION REPRESENTATIVES

Avery-Knodel	565 Fifth	JU 6-5536
Blair TV	22 E 40	MU 6-6263
Bolling	480 Lex	PL 9-8150
Branham	230 Park	MU 6-1860
CBS Radio Sales	485 Madison	PL 5-2000
Donald Cooke	551 Fifth	MU 2-7270
DuMont Spot Sls	515 Madison	MU 8-2600
Free & Peters	444 Madison	PL 9-6022
Harrington, R & P	347 Madison	LE 2-1741
Headley- Reed	420 Lex	MU 3-5467
Hollingbery	500 Fifth	BR 9-3960
H-R Represent.	405 Lex	MU 3-9324
NBC Spot Sales	30 Rock Pl	CI 7-8300
ABC Spot Sales	7 W 66	TR 3-7000
Katz Agency	488 Madison	PL 9-4460
Robert Meeker	521 Fifth	MU 2-2170
Paramount TV	1501 Bway	BR 9-8700
John Pearson	250 Park	PL 8-2255
Edward Petry	488 Madison	MU 8-0200
Paul H. Raymer	444 Madison	PL 9-5570
Weed & Co.	350 Madison	MU 7-7772
Adam Young TV	22 E 40	MU 9-0006
WOR Sales	1440 Bway	LO 4-8000
WGN Sales	220 E 42	MU 2-3033
Crosley Sales	630 Fifth	CI 6-1616

Alexander(Dolmeta)900 Fifth	Zl	5-2048	
Amer Film Indus'ry 1500 Berr	[illegible]		
Associated Sndi'ns [illegible]	Co	5-[illegible]	
Aud Film Corp [illegible]	[illegible]		
Bailey Productions [illegible]	[illegible]		
Bailey Productions [illegible]	[illegible]		
Bailey Productions

Mon(30) - WOR(Ch9) -- 6:30-6:45pm Mon-Fri; CHANGE; Guy LeBow's Sports Whirl; show moves to this time from Tue-Thu 7-7:15pm; Producer - Guy LeBow; Director - Jerry Friedman; show is replaced in former time slot by Comedy Carnival; film featurette series.

Tue(1) - ABC(Ch7) -- 1-1:15pm Tue,Thu; CHANGE; Success Story; WJZ-TV only; show moves to this time from 2:15-2:30pm Tue&Thu; Sponsor - Int'l Silver; Agency - Young & Rubicam; Packager - Lester Lewis.

1:15-2:30pm Tue&Thu; CHANGE; Market Melodies; WJZ-TV only; show moves to this new time; show is on 1-2:30pm Mon,Wed,Fri & also on 12:30-1pm Thu; Producer - Art Modell, ABC.

CBS(Ch2) -- 2:45-3:15pm Tue&Thu; 2:45-3:30pm Mon,Wed,Fri; CHANGE; Vanity Fair; from WCBS-TV to the net; Robin Chandler will MC the show Tue & Thu; Dorothy Doan will continue to MC Mon,Wed & Fri.

Wed(2) - CBS(Ch2) 1:30-2:30pm Mon-Fri; CHANGE; The Garry Moore Show; from WCBS-TV to the net; show picks up new sponsor for 1:45-2pm slot Mon,Wed, Fri; Sponsor - Standard Brands(for Chase & Sanborn Coffee & Tenderleaf Tea); Agency - Compton; Producer - Herb Sanford,CBS; show now has 14 of 20 ¼hr segments sold out(See Futures).

Sat(5) - ABC(Ch7) -- 1-1:30pm; DEBUT; The Laraine Day Show; from WJZ-TV to the net; new interview-variety-news show with Laraine Day; Sponsor - Northam Warren(for Odorono,Peggy Sage Prods, Cutex Prods); Agency - J.M. Mathes; Producer - Ted Kneeland; Director - Eddie Nugent ABC; Writer - Mary Northrup; Music - the Bill Harrington Trio; guests for first show include Barbara Britton & Connie Moore.

6:30-7pm; DEBUT; Better Home Show; from WJZ-TV to the net; new homemakers show with dramatized situations; Sponsor - Anthracite Institute; Agency - J. Walter Thompson; Producer - Dave Lown ABC; Director - Fred Carr ABC; Writer - Edwin P. McIntyre; show stars Norman Brokenshire, Doreen Easton, Dick Wilson.

12:30-1pm; CHANGE; Faith Baldwin Theater of Romance; from WJZ-TV to the net; show moves to this time alt weeks from 11-11:30am Sat alt weeks; "I Cover Times Square" which occupied this slot weekly now will be seen alt weeks; Sponsor(Faith Baldwin)- Maidenform Bras; Agency - William H. Weintraub; Packager - Barry-Enright; Director - Charles Powers ABC; Sponsor(I Cover Times Square) - Air Wick; Agency - William H. Weintraub; Packager - Harold Huber; Director - Ed Stasheff at Huber.

5:30-6pm; CHANGE; Studs' Place; from WENR-TV Chicago via kine; show moves to this time from 6-6:30pm same day.

6-6:30pm; CHANGE; Song Time; WJZ-TV only; show moves to this time from 6:30-7pm same day; Sponsor - Word Of Life Fellowship.

CBS(Ch2) -- 9:45-10pm; HIGHLIGHT; Kentucky Derby; film of race will be shown at this time; from WHIO-TV Dayton to the net; Sponsor - Gillette; Agency - Maxon; Director - Judson Bailey;Commentary - John Derr CBS; film will be processed at WHAS-TV Louisville.

Mon(30) - WMA(Ch6) -- 6:30-5:45pm Premiere: CHANGE; Gay Lady's Sports Shirt; Stew Rosen's Hollywood Tan-Fix 1-7:15pm Premiere - Gay Lady Director - Jerry Goldman; show is replaced in Denver time slot by Hoagy Carmichael's Talk Jamboree series.

Tue(1) - KFO(Ent) -- 1-1:45pm Premiere; CHANGE; Dorothea Stoney WIZ-TV artist, show moves to this time from 5:15-5:45pm Tuesday; Sponsor - Lady's Apparel; Time & Duration: Tuesday - Leader Lewis.

10:15-5:45pm Premiere; CHANGE; Market Bulletin; WZ-TV early show moves to this new time; show is on 1-5:45pm Mon,Wed,Thu & 10:15-10:45pm Tue; Producer - Art Arnold, WFC.

Wed(2) -- 5:45-6:15pm Premiere; CHANGE; MUSIC; Family Fair; from WZA-TV to this new; Sales Executive will be Jerry Lee & Tom Burnett; Duration will continue to be 30 min, Mon & Wed.

Sat(5) - Dec(Ent) 11:45-12:30pm Premiere; CHANGE; The Cherry Sisters Show; from WZA-TV to this new; show moves to new sponsor for 1-7:45pm Sat, Sat Sponsor - Underwood Products; Producer Chase & Sanborn Coffee; Terminal Tool Company - Tuesday, Producer - Berk Sutton, CBS; show has been 11:45 of 20 for sponsors sold on (See Tuesday).

Sat(5) - AMC(Ent) -- 1-1:30pm Premiere; The Lawrence Sun Show; from WZA-TV to this new; Interview-Variety-Game show, will Lawrence Cox; Sponsor - Sherman Corporation for Cherry Pipes Cope Tires, Cosmo Jewelry & U.S. Rubber; Producer - Tom Lawrence; Director - Tuesday Morning Lady Driver - Jerry Lawrence, Music - the Will Everything Trio; Sponsor for first show is Lucky Tackers Bait & Cheese Company.

Sun(4) - WCMP; Better Home Shows; from WZA-TV to this new; Sponsor - Appropriate Installation Service; Producer - Jerry Thompson; Director - Tom Jones; AGT; Director - Jerry Lee; AGT; Director - Donald F. Gallagher; show Director - Donald Gallagher, Jerome Benton, Dick Clifton.

5:30-6pm; CHANGE; Bulletin Board; Director of Sponsor; from WZA-TV to this new; Sponsor - Appropriate Service; Producer - Jerry Thompson; Director - Tom Jones

LAST WEEK'S CHANGES, ETC

DuM - Not For Publication; new dramatic series which debuted April 24; 7:45-8pm Tue & Fri; WABD only; each program will be a complete story with a running theme for the series; theme is that of the unpublished stories behind the headlines; show was developed by James L. Caddigan DuM; Producer - Roger Gerry DuM; Director - Dick Sandwick DuM; William Adler will be seen as the permanent lead; show is sustaining.

WOR - At Bat With Bedford; new sports show from Ebbets Field which debuted April 28; show will be seen for ¼ hour immediately before "Happy Felton's Knot-Hole Gang" on Sat, Sun & evenings when the Dodgers are playing in Brooklyn; Sponsor - Bedford Radio & TV Stores; Agency-Packager - Leland K. Howe; MC - Dick Young, sports writer for the New York Daily News; show will give"a press box & dugout view of baseball" & will have a three man guest panel for each show.

PIX - Between The Lines; new public service show which debuted April 18; 11:15-11:45pm Wed; Sponsor - Associated Food Stores; Agency - Co-ordinated Advertising; Producer - Lester Wolff; Director - Pete Molnar WPIX; Moderator - Eugene Bannegan, Democratic member of the New York State Assembly; each program will have a social problem which will be discussed & analyzed by the moderator & guests; Apr 25 show concerned narcotics & featured an interview with the mother of a teen-age addict.

FUTURES

May 7 - CBS -- Strike It Rich; TV version of the radio show will debut this date; from WCBS-TV to the net; Mon-Fri 11:30-12N; Sponsor(Mon,Wed,Fri) - Colgate-Palmolive-Peet; Agency - William Esty; Producer - Walt Framer CBS; Director - Matthew Harlib CBS; Musical Director - Bert Buhrman; Writer-Stage Manager - Joseph Gottlieb; MC - Warren Hull; show is an audience-participation quiz type.

May 20- CBS -- Jack Benny Show; fourth show this year; from WCBS-TV to the net; Sun 7:30-8pm; show preempts "This Is Show Business"; Sponsor - Lucky Strike; Agency - BBD&O; Producer - Hilliard Marks; Director - Dick Linkroum CBS; guests will include Mary Livingstone, Bob Crosby, Ben Hogan; Mel Blanc, Rochester.

Jun 7 - CBS -- Garry Moore Show; from WCBS-TV to the net Mon-Fri 1:30-2:30pm; show picks up sponsor for 1:30-1:45pm slot on Thu; Sponsor - Chris Hansen's Laboratory(for Junket Brands); Agency - McCann-Erickson; show will then have sold 15 out of 20 ¼ hour segments.

NEW BUSINESS

ABC - Super Circus; Peters Shoe(Henri, Hurst & McDonald) renews sponsorship of 5:30-6pm slot alt weeks effective Apr 29; sponsor will take a hiatus(June 10-July 29).

DuM - You're On Your Own; Cortley Frosted Foods(H.W. Fairfax) renews for 26 weeks effective May 6.

PROGRAM	NET TIME	GUESTS
		(C - Comic; D - Dancer; S - Singer; M - Musician)
		FRIDAY APRIL 27
Hands Of Mystery	DuM 9pm	Quartet For Murder - by Lawrence & Virginia Dugan; with Edward Andrews, Lily Darvas, Addia Kuznetzoff, Barbara Moser, Harold Stone, Joe Silvers, Henry Sharpe
Mohawk Showroom	NBC 7:30	Kenny Sharpe
Man Against Crime	CBS 8:30	Marion Russell, Herbert Holcomb, Michael Steele, Larry Sherman, John Shay, Muriel Hutchinson, Loring Smith
Star of the Fam.	CBS 10pm	Ames Brothers, Jules Munshin, Anthony, Allyn & Hodges
Trapped	WOR 8:30	Mousy - by Frank Wayne; with Hurd Hatfield
We, The People	NBC 8:30	Clark Griffith, George Hamid(circus impressario)
Wendy Barrie	ABC 8pm	Dr. Roy K. Marshall
		SATURDAY APRIL 28
Faith Baldwin Thtr	ABC 11am	When A Wife's Away; adapted by Sumner Locke Elliott; with Nancy Carroll, Blair Davies, John McGovern, Hope Miller, Peter Gray, Jane Rose
Frank Sinatra	CBS 9pm	Dagmar, Frank Fontaine, Henry Slate
Jack Carter	NBC 8pm	Phil Regan, Maxie Rosenbloom, Dolores Gray(S), Bill Callahan(D)
Ken Murray	CBS 8pm	Frank Sinatra, Abe Burrows, Robert Q. Lewis, Gypsy Rose Lee, Dagmar, Phil Silvers, Constance Moore, Zack Mosley, Don Ameche, Frank Thomas Jr, Angel Mignanelle(ventrqust)
Say It With Acting	NBC 6:30	Twentieth Century vs The Rose Tattoo
Sam Levenson	CBS 7pm	Morey Amsterdam & his son Gregory
Sheilah Graham	NBC 11:15	Charles Coburn
Victor Borge	NBC 7pm	Hildegarde Halliday
Yr Show of Shows	NBC 9pm	Wendy Barrie
		SUNDAY APRIL 29
Bigelow Theater	CBS 6pm	The Big Hello; with Cesar Romero, Jeanne Cagney, Raymond Burr, Kathryn Card
Celebrity Time	CBS 10pm	Doretta Morrow, John Conte
Leave It...Girls	NBC 7pm	Phil Regan, Michele Farmer, Harriet Van Horne

Jockey	Wgt Type	Odds
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SUNDAY APRIL 29(Continued)

Comedy Time	NBC 8pm	Martin & Lewis, Helen O'Connell, Bob Fosse & Mary Ann Niles(D), Dick Stabile & orch, Ladd Lyon(acrobat)
Lamp Unto My Ft	CBS 4:30	Going Down - by Palmer Thompson; with Luis Van Rooten, Peg Hillias, Jerry Rifkin, Gran Richards, Jack Manning
Magic Slate	NBC 5:30	Cinderella - by Charlotte Chorpenning; with William Skipper, Adelaide Klein, Ivy Bethune, Carol Lee, Jean Sincere, Margaret Kirkwood, Iggy Wolfinton
Opera Cameos	PIX 6pm	Ramon Vinay, Cesare Bardelli, Maria Costa, Nina Cravi
Meet The Press	NBC 4pm	Rudolph Halley
Philco Playhouse	NBC 9pm	Mr. Arcularis - by Conrad Aiken; adapted by Nelson Olmsted; with Nelson Olmsted, Leora Dana, Eddie Andrews, Stuart MacIntosh, Herbert Nelson, Frank Marth
Showtime, USA	ABC 7:30	Rise Stevens, Harvey Stone; Joan Bennett & John Loder in a scene from Michael & Mary
Rocky King	DuM 9pm	Murder With A Punch - by Edgar Marvin; with Roscoe Karns, Earl Hammond, Grace Carney, Tiger Andrews, Joy Geffen, Jim Little, Cliff Dunstan
This Is Show Biz	CBS 7:30	Shirley Booth, Phil Silvers, Jackie Gleason, Henny Youngman, Dorothy Sarnoff, the Harmonicats, Johnny Burke(C)
Toast of..Town	CBS 8pm	Ralph Bellamy, Marc Connelly, Margaret Brown(D), Pinky Lee(C), Larry Storch, Tessie O'Shea(S), Gali Gali(magician) Dorothy Hayden's Irish Revue
Paul Whiteman	ABC 7pm	Isabel Bigley
Fred Waring	CBS 9pm	Garry Moore

MONDAY APRIL 30

At Home	CBS 11pm	Ann Crowley
Fashion Magic	CBS 3:30	Joset Walker(designer), Jerry Wayne(S)
Faye Emerson	ABC 7:15	Al Capp, Dr. Al Rapp(author)
Arthur Murray	ABC 9pm	Arnold Stang, the Alvins(D), the Continentals(S)
Hwood Screen Tst	ABC 7:30	Chester Morris; Joseph Holland & Jack Bittner
Kate Smith	NBC 4pm	Little Jack Little, Louis Barth(chef of Maxin's in Paris)
Lights Out	NBC 9pm	Grey Reminder; adapted by Robert Henney from "The Pomegranate Seed" by Edith Wharton; with Beatrice Straight, John Newland, Helene Dumas, Parker McCormick
Lux Video Thtr	CBS 8pm	The Speech - by Lawrence du Pont; with Frederic March, Florence Eldridge, Roland Winters, Eileen Heckart, Martin Newman, Rex O'Malley, Walter Matthau

MONDAY APRIL 30(Continued)

Mohawk Showroom	NBC 7:30	Art Lund
Steve Allen	CBS 11:30am	Art Tatum, Constance Moore
Perry Como	CBS 7:45	Martha Wright
Somerset Maugham	NBC 9:30	The Moon & Sixpence; adapted by Walter Bernstein; with Lee J. Cobb, Romney Brent, Bramwell Fletcher, Olive Deering, Bob Simon, Peggy Allenby, Clarke Gordon, Merle Albertson
Studio One	CBS 10pm	Portrait By Rembrandt - by Irve Tunick; with Berry Kroeger, Maria Riva, Murray Matheson, Jane Seymour, Vaughn Taylor, Wright King, Mari Lynn, Jonathan Harris, Clem Fowler, Fred Scollay, Vincent O'Brien, Gordon Clarke, Joe Walsh
Talent Scouts	CBS 8:30	Tom Eldridge(S), Arlyne Frank(S), Roman & Revas(S,M), Picadilly Pipers & Bonnie Davis
Voice of Firestone	NBC 8:30	Patrice Munsel

TUESDAY MAY 1

Armstrong Theater	NBC 9:30	The Big Rainbow - by David Judson; with Lawrence Fletcher, June Walker, Henry Jones, Ann Hillary, Gladys Thornton, Michael Stanley, Barbara Townsend
Caval of Bands	DuM 9pm	Louis Prima & orch, De Marco Sisters, Jean Carroll, the Clarke Brothers(D)
Danger	CBS 10pm	The Killer Scarf; adapted by Walter Bernstein from an idea by Juliet Bridgeman; with Anne Marno, Gregory Morton, Ray Danton, Stanley Prager, Joe Bernard
Garry Moore	CBS 1:30	Barry Nelson
Going Places	ABC 7:15	Faye Emerson, Skitch Henderson
Kate Smith	NBC 4pm	H.V. Kaltenborn, Sylvester(Pat) Weaver, & others; 20th Anniversary Show
Little Show	NBC 7:30	Dorothy Carless(S)
Margaret Arlen	CBS 12:30	Claire Luce
Steve Allen	CBS 11:30am	Joan Holloway(S), Herman Chittison Trio
Stork Club	CBS 7:45	Jack Webb, Nanette Fabray
Success Story	ABC 2:15	Bernard Gimbel
Suspense	CBS 9:30	No Friend Like An Old Friend - by Jon Cleary; adapted by Ruth Woodman; with Judith Evelyn, Tom Helmore, Ben Cooper, Ruth Ford, Julian Noa
Texaco Star Thtr	NBC 8pm	Gloria De Haven, Les Paul Trio, Peggy Ryan & Ray MacDonald, Jack Gilford, Coles & Atkins(D), Al Kelly(C)

[illegible]	CBS 7:30	Mr. Lucky
[illegible]	CBS 11:30am	Mr. Peepers, Chemistry Moore
[illegible]	CBS 7:45	Martin Kane
[illegible]	NBC 8:30	The Alcoa Hour; adapted by Walter Bernstein with [illegible] - Cobb, Henry Jones, Armenia Flanagan, Olive [illegible], Jed Dixon, Irene Allsopp, Charles Carlson, Marcia Lindstrom
[illegible]	CBS 10pm	Portraits by Rembrandt - by Irve Tunick, with Barry [illegible], Marie Ellis, Theodore Bikel, Jane Stewart, [illegible] Tuttle, Fred Sadoff, Lucas Tanner, Corbin Bleu, Joe Valdez
[illegible]	CBS 8:30	The Flintstones(8), Jetson's Time Travel(9), Jetson's Space(8:30), Hillbilly Hippies & Dodge Twins
[illegible]	CBC 8:00	Showtime Western
		TELEVISION:
[illegible]	NBC 8:30	The Alcoa Hour - by Irwin Shaw, with Lawrence [illegible], Jane Wyatt, Mary Ellis, Ann Pillbery, Robert [illegible], Michael Hartley, Robert Foxworth
[illegible]	ABC 9pm	Lorne Greene's Wild, Wild West Stories, Jean Connell, [illegible] Bradford)
[illegible]	CBS 10pm	The Miller Boys; adapted by Walter Bernstein from an [illegible] by Julian Halevy; with Jane Lowe, Dwight [illegible], Ann Burton, Stanley Kruger, Jim Barnard
[illegible]	NBC 1:30	Sports Report
[illegible]	ABC 7:15	Sgt. Bilko(Phil Silvers) Dateline
[illegible]	CBS 8pm	Ed. Sullivan, Johnny(Lee) Weaver, [illegible] [illegible], Blue
[illegible]	ABC 7:30	Morning Sunshine)
[illegible]	CBS 10:30	[illegible]
[illegible]	CBS 11:30am	Jerry Dolinsky(), Weekend Quotation Trio
[illegible]	CBS 7:45	Jack Webb, Dragnet(Tony)
[illegible]	ABC 8:15	Jerrard (Cobb)
[illegible]	CBS 8:30	No Place like Home - by Jim Cleary; adapted by [illegible], with Dennis Erlich, Tom Bowers, [illegible], Noah Ford, Walter Tom
[illegible]	NBC 9pm	Circle in Time, Lee Paul Trio, Judge Hoss & Sy Montgomery, Jack Gilford, Tobia & Antoine(8), Al Pettie(9)
[illegible]	[illegible]	[illegible]

WEDNESDAY MAY 2

Four Star Revue	NBC 8pm	Ed Wynn MC, Hermoine Gingold(C), Constance Moore, Jack Norton, Dean Murphy, Paul Steffan Dancers, the Theron Troupe(bicycle act)
Fam. Jury Trials	DuM 9pm	Dick Hamilton, Joy Meredith, Harold Stone, Julie Bennett, Jack Shay, Jim Little, Jason Johnson
Garry Moore	CBS 1:30	Morgan Basset(Dog)
Kate Smith	NBC 4pm	Lanny Ross, the Three Rockets(D)
Kraft Theater	NBC 9pm	Brief Candle - by Robert Hare Powel; with Douglas Watson, Isobel Elsom, Mary Howard, Noel Leslie, Graham Velsey, David Orrick, Margaret Burlen
Mohawk Showroom	NBC 7:30	Robert Alda
Kreisler's Band.	ABC 8:30	Duke Ellington & orch, Avon Long(S), Thelma Carpenter(S)
Margaret Arlen	CBS 12:30	Brett Halliday
Plainclotheman	DuM 9:30	Death Strikes Out; with Ed Peck, Henry Hart, Hazel Dawn, Richard Midgely, Jack Sheehan, Stuart MacIntosh
Press Conference	WOR 8:30	Police Commissioner Thomas F. Murphy
Steve Allen	CBS 11:30am	Little Jack Little, Joey Faye
The Web	CBS 9:30	Solid Gold - by Jack Fink & Louis Pelletier; with Clay Clement, Polly Rowles, Hugh Franklin, Bruce Gordon, John Boruff, Edward Binns

THURSDAY MAY 3

Alan Young	CBS 9pm	Ann Rutherford, Margaret Whiting
Big Town	CBS 9:30	The Sunburst - by Alvin Boretz; with Hiram Sherman, Roc Rogers, Ruth Hammond
Crime Photographer	CBS 10:30	Pat O'Malley, Leo Penn, Barbara Baxley, David Kerman, Jean Bartel, Ed Simmons
Ellery Queen	DuM 9pm	The Key To Murder; with Constance Dowling, Viola Roache, Donald Briggs, Byron Russell
Garry Moore	CBS 1:30	Herb Shriner
Kate Smith	NBC 4pm	Art Mooney & orch, Benny Fields,
Lilli Palmer	CBS 7:15	Sol Hurok
Little Show	NBC 7:30	Jen Nelson(S)
Margaret Arlen	CBS 12:30	Admiral Ross T. McIntire(personal physician to FDR)
Steve Allen	CBS 11:30am	Larry Douglas(S), Doretta Morrow, Tommy Conine(D)

WEDNESDAY MAY 2

Town Hall Opera	NBC 8pm	Ed Wynn MC, Jeanette Gingold(c), Constance Moore, Jack Norton, Ivan Murphy, Paul Stoffan Dancers, the Trevis Brothers(Nicholas act)
Fam. Jury Trials	TBS 9pm	Dick Donald(m), Joe Kaye(Moderator), Harold Stone, Phil Ivey, Mamaroff, Jack Shay, Jan Miller, Jack Johnson
Queen Hours	CBS 1:30	Morgan Beard(Host)
Late Edition	NBC 4pm	Lately Thomas, the Three Rockettes(D)
Music Theater	KTC 9pm	Grief Cobbs - by Robert Dale Tuell; with Douglas Watson, Lionel Stander, Mary Howard, Joel Lewis, Dessie Wilson, David Orrick, Margaret Burton
Monitor Showroom	NBC 7:30	Robert Alan
Breakfast's Band	ABC 8:30	Lake Ellington & orch, Jean Lund(s), Thelma Carpenter(s)
Morning Action	CBS 12:30	Street Ballidy
Fairplayhouse	DuM 9:30	Death Strikes Out; with Al Jack, Henry Hull, Lazel Dunn, Richard Kiely, Jack Brooks, Edwin Dwelgrock
Press Conference	NBC 6:30	Police Commissioner Thomas F. Murphy
Space Alone	CBS 11:30am	Little Miss Little, Jerry Hope
The Web	CBS 9:30	Sally Cole - by Jane Fiske & Louis Bellaire, with Clay Clement, Philip Reeves, Jack Franklin, Irene Cronin, John Burch, Muriel Kane

THURSDAY MAY 3

Alan Young	CBS 9pm	Jane Rulkowski, Marquee Building
Big Town	CBS 9:30	The Gambler - by Alvin Sarrett; with Ann Shannon, Don Hogue, Jack Moran
Chas. Lindbergh	CBS 10:30	Tom O'Malley, Ian Ryan, Maurice Malin, David Torson, Jane Frank, [illegible]
Liberty Music	CBS 9pm	The Boy Is Lovers; with Constance Dowling, Vince Edwards, Donald Gallup, Byron Nugent
Guest Hours	CBS 1:30	Jack Lawlor
Late Edition	NBC 4pm	Art Mooney & orch, Lenny Kindle
Editor Speaks	CBS 7:15	Sol Hurok
Lucile Ohm	NBC 7:30	Jan Maldon(s)
Morning Action	CBS 1:30	Accused from T. Whitlow(personal appearance on WCA)
Guy Lombardo	CBS 11:30am	Guy Lombardo(s), Danielle Darrieux, Tommy Dorsey(M)

THURSDAY MAY 3(Continued)

Martin Kane	NBC 10pm	Loring Smith, Robert Emhardt, Dan Morgan, Elizabeth Watts, Carole Mathews
Stork Club	CBS 7:45	Joyce Matthews
Success Story	ABC 1pm	Helen Strauss(literary agent at William Morris)
T-Men In Action	NBC 8:30	The Case of the Deceptive Diamonds; with Martin Brooks, Grace Kelly, Ethel Remey, Horace Braham, Peggy Allenby, Jack Horn

FRIDAY MAY 4

Big Story	NBC 9pm	Dennis Harrison, Nellie Burt, Gene Lee, Arthur Hanson, Ruth Yorke, Albert M. Ottenheimer, Edwin Cooper
Caval. of Stars	DuM 10pm	Igor Gorin, Andy & Della Russell, Johnny Mack
Faye Emerson	ABC 7:15	Jacques Fath, Lorraine Dubonnet(Parisian model)
Hands of Mystery	DuM 9pm	The Smiling Buddha; with Royal Beal, William Mendrick, Melba Rae, Joseph Holland, Ed Horner, Charles Cooper
Margaret Arlen	CBS 12:30	Lillian Hellman
Man vs. Crime	CBS 8:30	Jim Nolan, Dulcy Jordan, Charles Campbell, Frances Tannehill, John Kane, Charles Jordan, Frank Marth, John Tanelko
Perry Como	CBS 7:45	Texas Jim Robertson
Penthouse Party	ABC 8:30	Basil Rathbone, Constance Moore, Jack Smart, Santos Ortega
Pulitzer Playhse	ABC 9pm	The Happy Journey - by Thornton Wilder; adapted by Norman Lessing; with Spring Byington, Wanda Hendrix, Howard Freeman, Clifford Sales, Iris Mann
Ford Theater	CBS 9pm	Dead On The Vine - by Alice Fellows; adapted by Joseph Liss; with Margaret Phillips, William Prince, John Alexander, Harry Cooke, Faith Brook, Bertha Belmore, Peter Brandon
Mr & Mrs Mystery	WOR 7:30	Case of the Mysterious Miss Dolan; with Joan De Weese, John Mantley, Tom Aherne
Star of the Fam.	CBS 10pm	Paul Winchell & Jerry Mahoney, June Gardner(S), Jean Leon Destine & his Haitian Dance Group
Steve Allen	CBS 11:30am	Freddie Wolthing(juggler), the Three Riffs(S)
Trapped	WOR 8:30	The Hour of Death; with Wendell Phillips, William Darrid, Allen David, Isobel Robins
Twenty Questions	WOR 8pm	Jack Bailey(MC of "Queen For A Day")
We Take Yr Word	CBS 10:30	Anna Lee, John Henry Faulk

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Ross Reports

WEEK OF
APR 29-MAY 6, 1951

TALENT LOCATOR SERVICE

pyright 1951 — by WALLACE A. ROSS · 551 FIFTH AVENUE, N. Y. 17, N. Y. · MUrray Hill 2-5910

IN TOWN - POSSIBLE GUEST SHOTS

ELEANORE BAGLEY comedy singer back from Bahamas, avail TV - AGT: Bill Schwartz, Internatl Artists PL 9-7490

ROSEMARY CLOONEY vocalist - MGR: Joe Shribman CI 5-5262

DONALD COOK - AGT: Lucy Kroll PL 7-4250

ALFRED DRAKE avail after "Courtin' Time" premiere - AGT: Gale Agcy PL 7-7100

ANITA ELLIS vocalist avail TV - AGT: Henry Guettel PL 7-7100

ETHEL EVERETT - TV-legit actress - CON: Lois Philmus MU 2-5910

BETTY GARDE legit-film actress avail TV - AGT: Lucy Kroll PL 7-4250

EARL HAMMOND reg. on "Rocky King" TV, avail outside TV - CON: Lois Philmus

JAN GARBER & orch current Hotel Statler avail TV - AGT: GAC CI 7-7550

CHARLES KORVIN avail TV prior to Hwd committments mid-May - AGT: Henry Guettel PL 7-7100

THE LIND BROTHERS singing trio - AGT: Gale

JEFFREY LYNN - AGT: Priscilla Morgan, Liebling-Wood VA 6-3714

MRS. AMERICA (Betty Eileen McAllister) avail TV publicity shots CON: Betty Cameron WI 7-9715

SYLVIA MANON TRIO adagio act current "Make A Wish" - AGT: Bonnie Alden BR 9-6377

MING & LING "Chinese hillbillies" avail TV AGT: Al Grossman CI 5-8422

MARK O'DANIELS Hwd actor avail TV - AGT: Priscilla Morgan VA 6-3714

(Continued next column)

COMING TO TOWN

TONY CURTIS - from coast several weeks for promotion on "The Prince Who Was A Thuef" - CON: Al Mendelsohn, U-I PL 9-8000 (tent.)

GLORIA DE HAVEN definitely arrives from coast in 2 weeks - AGT: General Artists CI 7-7550

SHEP FIELDS from midwest May 8 - AGT: Jay Michaels GAC CI 7-7550

FARLEY GRANGER from coast this week - CON: Goldwyn Prod. (Martin Davis) PL 7-7900

PIPER LAURIE from coast in several weeks - tentative - CON: Al Mendelsohn Universal-Internatl PL 9-8000

BUDDY LESTER from coast late-June - AGT: Jay Michaels CI 7-7550

LEUEEN McGRATH from coast in a few weeks

ROBERT MERRILL from coast early-June - MGR: Moe Gale PL 7-7100

AL MORGAN, comic, from Chicago this week AGT: GAC CI 7-7550

MARGARET TRUMAN from coast in several days MGR: James Davidson CI 7-4737

SHELLEY WINTERS from coast this week -AGT: Charles Abramson, Famous Artists CI 7-6200

IN TOWN cont.

LIAM SULLIVAN - TV-legit actor - CON: Lois Philmus MU 2-5910

CHARLES MORROW WILSON author "The Tropics: World Of Tomorrow" - CON: Ramona Herdman, Harper & Bros MU 3-1900

JOSEPH SULLIVAN former "Country Girl" actor AGT: Priscilla Morgan VA 6-3714

Ross Reports

ON TELEVISION PROGRAMMING

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EDITOR: Robert Cinader VOL. 3 NO. 4 MAY 13-19, 1951
SUPPLEMENT B

SCENIC & SPECIAL EFFECTS OFFER A CONSTANT TV CHALLENGE!

BUT STUDIOS ADVISE DIRECTORS -- STICK TO REALITY WHEREVER POSSIBLE

Rear Projection -- Photo-Murals -- Scenescope -- Trick Effects Examined

.....

An understandable challenge to the creative mind has impelled television's producers, directors, scenic and art departments to devise an increasing number of technical and artistic improvements during the last four years -- designed to both overcome the handicap of working within a studio by achieving the greatest possible reality through special effects....and to pare the expenses involved in the ordinary course of production.

Much, of course, has been adopted or adapted from the stage and screen. But because television is primarily an electrical medium, characterized by requirements peculiar to it, constant experimentation with both familiar and original techniques has been necessitated.

Recent demonstrations of varying devices and developments prompted Ross Reports to prepare this brief report. It is hoped that a more detailed analysis and glossary of camera, scenic, costume and color accomplishments can be prepared within the near future for publication as one of our monthly surveys.

SCENERY HANDLING & DESIGN has been one of the major concerns of production personnel. Apart from the contractural entanglements with the various unions involved, the high cost of construction, transportation, striking and storage have been a source of constant amazement to the people who ultimately pay the bills. Both the cost factor and a sincere desire to create a scenic technique of the greatest effectiveness for the medium have been the motivating forces leading to the employment of rear projection, of photo-murals, stylized set segmants, special effects devices, and even one complex mechanism intended as a cure-all.

Since network art directors seem convinced that there is no panacea for "the real thing", initial discussion of the Scenescope seems in order. Developed by Frank Caldwell over the period of a number of years of experimentation, and financed to the reported extent of $100,000 by such enthusiastic supporters as the William Morris office, the Scenescope is so far generally dismissed by TV production experts as merely being among the best of a number of optical processes which create scenery by interposing a series of transparencies between the performers and the camera. Still unused by the networks because of a union jurisdictional battle as to operation of the mechanism, the Scenescope allows that it can start with an actor on a bare stage, and by means of interjecting a series of slides, motion picture film and lenses between the initial image and the ultimate TV or motion picture camera, it can give varied and detailed scenic reality to the performance. Caldwell has produced several films as proof. But -

Continued on Page 10

Sun (13) - CBS(Ch2) -- 8-9pm; HIGHLIGHT; Toast of The Town is picked up as a remote from Madison Square Garden, where the 3rd anniversary of the founding of Israel will be celebrated, featuring outstanding acts (see Talent Showsheet).

Mon (14) - ABC(Ch7) -- 4:45-5pm; RETURN; Lois & Looie; from WENR-TV Chicago to the net; Monday through Friday; featuring Lois Fisher & puppet adventures; Producer-director - John Berg, WENR-TV.

CBS(Ch2) -- 1-1:30pm; HIGHLIGHT; Margaret Arlen Show; Patrolman William D. Kelly kicks off Police Athletic League (PAL) week on WCBS-TV. He & other officials will guest on numerous programs.

DuM(Ch5) -- 11-11:30pm; DEBUT; Jacqueline Susann's Open Door; an opportunity program for people with unrealized ambitions; Ken Murray is the celebrity guest on 1st show; Sponsor - Sunset Appliances; Agency - Arnold Cohan; Producer - George Scheck; Writer - Bea Cole; on WABD only.

WOR(Ch9) -- 10:45-11pm; DEBUT; Prince George Revue; with Ted Lawrence as singing MC, instrumental trio and variety guests; Sponsor - Prince George Hotel; Producer-Director - Sid Robins, WOR.

NBC(Ch4) -- 9-9:30pm M-F; DEBUT; Time For Ernie; from WPTZ Phila; madcap disc jockey Ernie Kovacs in a chatter & music show.

Sat (19) - CBS(Ch2) -- 5:30-6pm Saturdays; DEBUT; It's Up To You; from WCBS-TV to the net; series of 13 Red Cross training programs covering first-aid methods in an emergency, with name stars acting as narrators for the live and filmed case histories; 13 different situations will be treated with; Director - Frances Buss; Scripts - Josephine Lyons.

2:30-5pm; HIGHLIGHT; Armed Forces Day Show; from WTOP-TV Wash. to the network; featuring demonstrations from Bolling Field, including the jet plane unit of which Arthur Godfrey is a member; Producers - Lewis Shallenberger & Charles von Fremd; CBS Supervisor; Robert Bendick, Director of Special Events. All nets will feature coverage of the Day in their public service & special events coverage.

Sun (20) - CBS(Ch2) -- 7:30-8pm; HIGHLIGHT; 4th Jack Benny Show; preempts "Show Biz"

9-10pm; HIGHLIGHT; Fred Waring; prevues the music from the upcoming Broadway musical, "flahooley", featuring the Bil Baird marionettes & several cast members in addition to regulars.

LAST WEEK'S ARRIVALS

DuMont - Pentagon-Washington; debuted Sunday May 6, 8:30-9pm from WTTG Washington to the network; a form of news presentation utilizing talks from public officials, films, panels, etc. to present the Washington viewpoint; Producer-Director - Captain Hal Keith (formerly with NBC-TV); Producer - Edw Nell Jr. produced by the Dept of Defense, the show replaces "The Armed Forces Hour".

[illegible] - [illegible] -- [illegible] Chart [illegible] in [illegible] 6 up to a [illegible] from [illegible] Chart [illegible] on the anniversary of the founding of [illegible] [illegible] relations, [illegible] [illegible] [illegible].

[illegible] - [illegible] -- [illegible] [illegible] [illegible]

FUTURES

(Items printed in this section appeared in the trade press and were confirmed wherever possible....or received directly by Ross Reports.)

May 23 - ABC -- Don McNeill TV Club makes annual two-week visit to NYC; this and the following week's program will be telecast from New Amsterdam Theater.

May 29 - NBC -- Broadway Open House welcomes Jack E. Leonard as new MC for Tuesday and Friday programs; another MC will be named for Thursday...with the other two nights being dropped. After a summer hiatus, Jerry Lester will be given a full-hour weekly show in the Fall. Dagmar, the Kirby Stone Quintet and dancer Ray Malone will be seen on all three nights; the rest of the cast has been chosen, will be named shortly, as will a new producer to replace Hal Friedman, who has resigned the show.

June 5 - CBS -- Battle of the Boroughs, the Louis G. Cowan audience participation show, will return on WCBS-TV only, 10:30-11pm Tuesdays, replacing "Tales Of The Black Cat", which reportedly ran out of films.

June 9 - ABC -- Whiteman TV Teen Club, 8-9pm Saturdays, picks up a new sponsor for the full hour; Nash-Kelvinator through Geyer, Newell & Ganger; sponsor is dropping its CBS-TV "Star of The Family" and Morton Downey is reportedly offering it as an independent package without him; Teen Club features Whiteman, a 100 voice chorus, Junie Keegan and Nancy Lewis before a 2000 audience in Town Hall Phila; has been on the air since April '49.

Jun 10 - ABC -- Super Circus, sponsored by Canada Dry for its 5-5:30pm Sunday segment, picks up Bauer & Black for 5 weeks of the 5:30-6pm segment, while M&M Candy & Peters Shoe hiatus; sponsor will tie-in the show with its '51 "Miss Curity" (First-Aid) contest to find the live epitome of its doll nurse package design.

Jun 16 - CBS -- Faye Emerson - "Variety" reported last week that Pepsi-Cola was planning to insert Faye in the 9-9:30pm Saturday half-hour now occupied by Bulova and the "Sinatra Show"; sponsor would drop its filmed segments (3) on ABC-TV; Already set for the 9:30-10pm time is Robert Q. Lewis' "Show Goes On", sponsored by ASR.

Summer - NBC -- Kate Smith Show - network is reported to have dropped plans to replace with Kilgallen & Kollmar, now is considering film for co-op sponsors.

Band of Tomorrow with Freddie Martin & Orch is reportedly set as the "Martin Kane" summer replacement; sponsor - Hazel Bishop cosmetics.

Carnival Time, a low budget variety show will be the summer replacement for the 8-10pm Saturday time & is being offered in various time combinations, with "Variety" reporting Lehn & Fink as keeping the 1st ¼hour that it has had of the "Jack Carter" show.....Doodles Weaver will occupy the 10-10:30pm time with a comedy spot.

Mid-July NBC -- Door With No Name dramatic series reportedly being packaged by SSC&B for Pall Mall as the "Big Story" summer replacement.

Fall - NBC -- Abbott & Costello have been contracted for 4 "live" full-hour programs in '51-52, with network having first call also on 22 ½hr films in prod.

Robert Montgomery has been signed to a new 2 year pact; 1st assignment is that of chief narrator for History of Navy series next Fall.

---Reference: Summer hiatus analysis, last issue---Finalized picture at end of May---

[illegible]

PROGRAM	NET TIME	GUESTS
	(C - Comic; D - Dancer; S - Singer; M - Musician)	
	FRIDAY MAY 11	
Caval. of Stars	DuM 10pm	Marie McDonald, Carlos Ramirez, Rudy Cardenas, juggler
Fashion Magic	CBS 3:30pm	Joan Edwards, Claire McCardell
**** Other shows on this date listed in last week's issue.		
	SATURDAY MAY 12	
Bob Considine	NBC 5:45pm	Boris Kostelanetz, lawyer
Frank Sinatra	CBS 9pm	Jackie Gleason
Jack Carter	NBC 8pm	J. Carroll Naish, Luba Malina, The Hurricanes (D)
Ken Murray	CBS 8pm	Ginger Rogers, Robert Young, Susan Peters, Luise Rainer Buddy Rogers, Charles Coburn, Morton Downey, Ralph Bellamy, William Gargan, Eric Johnston, Alben Barkley, Paul Hoffman, Sen. Estes Kefauver
Laraine Day	ABC 1pm	Signe Hasso, William Tabbert, Dr. Mary T. Martin Sloop, physician, Bertha Joseph, government executive
Sam Levenson	CBS 7pm	Joan Edwards & daughter Judith
Say It With Acting	NBC 6:30pm	"The King And I" vs. "The Rose Tattoo"
Sheilah Graham	NBC 11:15pm	Jerry Colonna
Victor Borge	NBC 7pm	Arthur Treacher
Yr Show Of Shows	NBC 9pm	Faye Emerson, MC
	SUNDAY MAY 13	
Bigelow Theater	CBS 6pm	Make Your Bed by Edward Barry Roberts; with Bonita Granville, Bill Williams, Jeff Donnell
Celebrity Time	CBS 10pm	Betty Furness, Paul Kelly
Comedy Hour	NBC 8pm	Beatrice Lillie, Victor Moore, Dick Haymes, Wally Cox, Harold Lang & Helen Gallagher
Fred Waring	CBS 9pm	Herb Shriner
Leave It...Girls	NBC 7pm	6th anniversary program, "Leave It To The Men" - Ted Malone, John Henry Faulk, Bill Slater, Joey Adams; Eloise McElhone defends the women.
Magic Slate	NBC 5:30pm	David And Goliath; with John Olsen, Win Stracke, Viola Berwick, Maurice Copeland

Program	Day Time	Subject
[illegible]		
		[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]		
		[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

SUNDAY MAY 13(Continued)

Opera Cameos	PIX 6pm	Rigoletto excerpts; with Bruno Landi, Cesare Bardelli, Hilde Reggiani
Paul Whiteman	ABC 7pm	Anne Jeffreys
Philco Playhouse	NBC 9pm	The Visitor - by Carl Randau & Leane Zugsmith; adapted by Kenneth White; with Sylvia Field, Don Murray, Romney Brent, Anne Ives, Brandon Peters, Frances Helm, Henry Barnard
Rocky King	DuM 9pm	Teen-Age Terror - by Lawrence Lariar; with Sydna Scott, Lewis Charles, Al Ramsen, Rod Colbin
Showtime, USA	ABC 7:30pm	Mindy Carson, Ken Murray; Sarah Churchill & Robert Sterling in a scene from Gramercy Ghost
This Is Show Biz	CBS 7:30pm	Jackie Gleason, Wendy Barrie, Richard Tucker, Garry Morton (C), Nancy Crompton (D)
Toast Of The Town	CBS 8pm	Menasha Skulnick, Robert Shaw Chorale, Robert Alda & Isabel Bigley, Smith & Dale, Blackburn Twins & Pam Cavan, Hammond's Birds.

MONDAY MAY 14

Arthur Murray	ABC 9pm	Arnold Stang; Dorothy Louden & Jerry LaZarre, singers
At Home	CBS 11pm	Sandra Deel
Faye Emerson	ABC 7:15pm	Sammy Renick, jockey
Garry Moore	CBS 1:30pm	Connie Sawyer
Hwood Screen Test	ABC 7:30pm	Ilka Chase; Al Sargent, Cathy Chapman
Jacqueline Susann	DuM 11pm	Ken Murray
Kate Smith	NBC 4pm	John Butler Ballet Group; Oscar Brand, folk songs
Lights Out	NBC 9pm	Dead Man's Coat - by Wyllis Cooper; with Basil Rathbone, Norman Rose, William Post, Peter Capell
Lux Video Theater	CBS 8pm	Local Storm - by Harry W. Junkin; with Betty Field, Ernest Graves, Dean Harens, Audra Lindley
Margaret Arlen	CBS 1pm	William D. Kelly, NYC patrolman
Mohawk Showroom	NBC 7:30pm	Bill Conlon
Nancy Craig	ABC 4pm	Constance Bannister, baby photographer
Somerset Maugham	NBC 9:30pm	The Facts Of Life - adapted by Theodore & Mathilde Ferro; with Veronica Lake, Jack Lemmon, Billy Daniels, Leslie Barrie, Abbey Bean, Royce Wallace
Steve Allen	CBS 12N	Luise Rainer, The Pied Pipers

[illegible]	7:15 pm	[illegible] accordion; with Bruno Lundt, Donnie Darnell, [illegible]
Paul Whiteman	8:00 pm	Dance Patterns
Philco Playhouse	8:00 pm	The Visitor - by Paul Avalon & Jane Ingersoll; starring by Dorothy Waite; with Sylvia Field, Don Murray, [illegible]
[illegible]	[illegible]	Johnny Street, Anne Jeffreys, Brandon Tartikoff, Florence Halop, Henry [illegible]
Lucky Club	8:30 pm	Gen-Ale Tattler - by Lawrence Lawler; with Glenn Scott, Lewis Charles, Al Sherman, and cohts.
Cavalcade, USA	8:30 pm	Windy Corners, Ben Murray; Gerald Churchill & Robert Sterling in a scene from Corwin's Front
Life is Fun Kit	9:00 pm	Jackie Gleason, Wendy Barrie, Richard Tucker, Gerry Morton (2), Harry Conqueron (2)
Fight of the Week	9:00 pm	Wrestle Hunting, Robert Bow Dwerle, Robert Alda & Lionel Stander, Smith & Dale, Dimitrios Vetis & Jim Corbin, Thumper & Sister.

Arthur Godfrey	8:00 pm	Ground Stroke; Dorothy Loudon & Harry Lubrize, singers
[illegible]	8:00 pm	Square Deal
[illegible]	8:30 pm	Penny Serious, Jokes
[illegible]	9:00 pm	Lonnie Sawyer
[illegible]	9:00 pm	Jim Chase; Al Dexter, Betty Chapman
[illegible]	9:30 pm	Ken Murray
[illegible]	9:30 pm	John Bailey Walter Dowry; Dazzy Bread, Jolly Jones
Lights Out	10:00 pm	Jane Doe's Case - by Philip Cooper; with Janet Smith, Jackie Kane, Philip Kane, Brian Farell
Joe Video Theater	10:00 pm	Local Store - by Harry A. Jenkins with Betty Frank, Robert Carroll, Jean Thomas, Andre Lindley
Herbert Allen	10:15 pm	William D. Kelly, web pianoman
Nightcap Sketches	10:30 pm	Milt Gordon
Meet Corbett	10:30 pm	Constance Bennett, Lady Sportsmaster
Concert Miniature	10:30 pm	The Place of Life - adapted by Theodore A. Kendall Jones; with Veronica Lake, Jane Dowdle, Milly Daniels, Estella Sharpe, Abbey Lynn, Jayne Williams
Dave Allen	10:30 pm	Lazy Sawyer, The Fish Stories
Joan Davis	[illegible]	[illegible]

MONDAY MAY 14(Continued)

Studio One	CBS 10pm	The Old Foolishness - by Paul Vincent Carroll, adapted by Joseph Liss; with Dick Foran, Una O'Connor, Alan Shayne, Dennis Harrison, Joan Chandler, Margaret Tracy, Dan Morgan, Nancy Marchand
Talent Scouts	CBS 8:30pm	Lois Raye (S), Joe Ricardel (M), Harry Snow (S), Ann Bayes (S)
Vanity Fair	CBS 2:45pm	Mrs. Olive Remington Goldman, UN rep; producer Wm L. Snyder showing parts of film Emperor's Nightingale; Irving Bluestone, male clothes designer; LaVerne Moritz, lamp designer
Voice Of Firestone	NBC 8:30pm	Rise Stevens

TUESDAY MAY 15

Armstrong Theater	NBC 9:30pm	Jury Duty - by Turner Bullock; with Howard Smith, Katherine Meskill, Paul Ford, Jason Johnson, Jean Cleveland, Richard Abbott, Aileen Poe, Lew Herbert, Harold Grau
Betty Betz	ABC 7:15pm	Dan Cooper, interior decorator
Caval. Of Bands	DuM 9pm	Buddy Rogers, Louis Prima, Phil Foster, Mello Larks
Danger	CBS 10pm	The Mirror - by Doris Gilbert; with Judith Evelyn, Joe Anthony, Perry Wilson, Teddy Newton, Ann Loring, Alan Devitt.
Fireside Theater	NBC 9pm	Hope Chest - by Brenda Weisberg; with Frieda Inescort, Mary Sinclair, Virginia Farmer, Ross Elliott, Everett Glass
Garry Moore	CBS 1:30pm	Jim Kirkwood & Lee Goodman
Kate Smith	NBC 4pm	Dr. Ralph Bunche, Shep Fields & Orch, Barbara Ashley, Bobby Van, tap dancer
Little Show	NBC 7:30pm	Nancy Eliot (S)
Margaret Arlen	CBS 1pm	Louis Diat, chef
Steve Allen	CBS 12N	Stump & Stumpy (C), Harvey Brant (S)
Stork Club	CBS 7:45pm	Charles Coburn
Suspense	CBS 9:30pm	Too Hot To Live - by Sam Rolfe, adapted by Ruth Woodman; with Billy Redfield, Reba Tassell, John Sylvester Robert Emhardt
Texaco Star Thtr	NBC 8pm	Robert Alda, John Conrad Dancers, Martha King, Sandy the Seal, Leo Fuld, Anne Shelton, DeMarco Sisters, and the winner of the Nancy-O contest(Lil Abner).
Vanity Fair	CBS 2:45pm	Sidney Franklin, bullfighter; Peggy Ordway, travel expert; Frank J. Liddy, customs officer

Gentle Ben	CBS 3:00pm	The Old Trailhounds - by Paul Vincent Carroll, adapted by Joseph Liebl with Dick Foran, Ann Dickinson, Alan Hewitt, Beverly Hartigan, Jean Gherardi, Bartlett Cowan, Ann Prentiss, Jerry Hausner
Talent Scouts	CBS 8:30pm	Lola Sage (12), Joe Stanford (10), Jerry Dunn (10), and Helen (9)
Philco Playhouse	CBS 9:00pm	Lux. Olive Deering (Joanne Woodward) is a Southern belle who is a lower Manhattan "girl of the Village" a bohemian. Irving Allegrione, male chorus dancer, Lawrence Harvey, lover designer
Voice of Firestone	NBC 9:30pm	Sales Advertising

Broadway Theatre	NBC 8:30pm	Jerry Lewis - by Tommy Hatcher, with Jerrard Smith, Catherine Mcclintic, Lewis Wood, Jerry Lewis, Jerry Clewlard, Richard Hunt, Allen Fox, Lou Gerrett, Morris Ross
Betty Jane	ABC 7:15pm	Ina Cooper, Theodore Goodwin
Queen of Hearts	CBS 7pm	Bunny Foster, Lucie Arnaz, Dick Foster, Hugh Lloyd
Theatre	CBS 10pm	The Liquor - by Doris Gilmore; with Judith Evelyn, Joe Anthony, Jerry Ayres, Philip Bourneuf, Joe Maross, Alan Ivers.
Philco Theatre	ABC 9pm	Five Lives - by Joseph Hayes; with Peter Ustinov, Mary Elizabeth Mastrantonio, Virginia Gibson, Rose Stallich, Howard Wilson
Gene Autry	CBS 6:30pm	The Kidnap a Lion Lookout
Tom Corbett	ABC 6pm	Dr. Ralph Brooks, Jerry Tilzey & Greg, Jerome Radcliff, Bobby Ben, Jay Hunter
Philco Game	ABC 7:30pm	Jerry Allen (8)
Lawrence Welk	CBS 1pm	Lynda Dale, Joel
Jerry Lewis	CBS 12pm	Doug & Slim (6), Berry Jones (8)
Lucky Pup	CBS 7:45pm	Charlie Cobura
Lawrence	CBS 9:30pm	Joe Bet to Live - by Jan Wolfe, adapted by Jack Wood-man; with Billy Bentley, John Daniel, John Kirkwood, Robert Bakeur
Jackson Gale Show	NBC 5pm	Robert Lin, Jean Gordon Jackson, Harold Kim, Lucy Lee Gail, Ian Gold, Anne Shelton, Lawrence Stalkin, Sol the minute of the Lucky-O commercial(Bill Mann).
Vaughn Gale	CBS 11:30pm	Sidney Franklin, Williamson; Doug Owen, Lowell Brown, Frank G. Lucy, Barbara Wilfler

TUESDAY MAY 15 (Continued)

Vaughn Monroe	CBS 9pm	Louise & Harris (C,D), The Skating Ryles (Ice skating) The Romanos (Acrobats)

WEDNESDAY MAY 16

Fam. Jury Trials	DuM 9pm	Bill Keane, Edward Andrews, Diana Rivers, Martin Rudy, James Van Dyk, James Little
Faye Emerson	ABC 7:15pm	Edna Lyons, nurse; Colonel Zeller, head of Army Air Force White Nurse Corps
Four Star Revue	NBC 8pm	Jimmy Durante, MC; Eddie Cantor, Fred Allen, Eddie Jackson
Godfrey & Friends	CBS 8pm	Mario & Florio (D)
Kate Smith	NBC 4pm	Evalyn Tyner, pianist; Edwards & Diane (D)
Kreisler's Band.	ABC 8:30pm	Joe Bushkin & Orch, Rosemary Clooney, Sheila Bond (D)
Kraft Theater	NBC 9pm	The Intimate Strangers - by Booth Tarkington; with Peggy Conklin, Nelson Olmsted, Jean Flanagan, Isabel Price, Peter Griffiths, Billy Lynn, Edna Preston
Mohawk Showroom	NBC 7:30pm	Skitch Henderson
Perry Como	CBS 7:45pm	Kay Starr
Plainclothesman	DuM 9:30pm	Four Little Lambs; with Jack Waldron, Riza Royce, Helene Reynolds, Byron Keith, William Mendrick, Joseph Holland
Real McKay	CBS 6pm	Deputy Commissioner James D. Nolan
Steve Allen	CBS 12N	Eileen Wilson
Vanity Fair	CBS 2:45pm	Norman Reader, French travel expert; Martin Rocklin, singer-pianist; Mrs. Pierre Guedenet, art connoisseur
The Web	CBS 9:30pm	The Judas Bullet - by Walter C. Brown, adapted by Arthur Heinemann; with Mary Sinclair, Mark O'Daniels, Lawrence Fletcher

THURSDAY MAY 17

Alan Young	CBS 9pm	Frances Langford, Alan Hale Jr., The Youngsters (S), Tom Mahoney Dancers
Big Town	CBS 9:30pm	The Window Cleaner - by Alvin Boretz; with Haila Stoddard, John McGovern, Pat Cortley, Tom Collins, Joseph Boley, David Berman
Crime Photographer	CBS 10:30pm	Deadline Midnight - by Gail & Harry Ingram; with Dick Carlyle, Miriam Goldina, Cliff Hall, Arthur Cassel, Harry Davis, Pat O'Malley, Louise Larabee, Christopher Barbery, Salem Ludwig

Jacqueline Bisset	CBS 9pm	Author & Actrix (1/2), the charming Sylvia [from abroad] The Bennuna [Lovejoy].

WEDNESDAY MAY 16

Ann, Juno Mikada	7AM 9pm	Bill Evans, Edward Andrews, Diane Lavers, Keith Buhr, James von Ugh, Joyce Little
Ann Jillian	ABC 7:00pm	John Larch, actor; colonel Sellers, head of army Air Force Pilot Steve Corvin.
Anne Jean Davis	CBS 8pm	Jerry Paredes, NC; Julie Conlon, Fred Allen, Eddie Jackson
Anthony & Friends	CBS 9pm	Anita & Flavio (D)
Anne Murray	NBC 8pm	Austin Lynne, planist; Arvada & Diane (I)
Antonio Pena,	ABC 8:30pm	Joe Lunardi & Orch, Pressing Closer, Sheila Jack (S)
Arch Oboler	NBC 9pm	The Ultimate Strangers - by Arch Oboler; with Roger Dougin, Velma Cameron, Jean Tierney, Lowell Brown, Peter Leighton, Billy Lynn, John Dawson
Adam's Showcase	NBC 7:30pm	Sports Spectacular
Barry Lopez	CBS 7:30pm	Kit Clark
Charlie Lindgren	CBS 8:30pm	Pete Fornia leads with Jack Wathen, Pete Lopez, Dalton Grayolo, Lynn Stokes, William Hardick, Joseph Bauer
Carol Burnett	CBS 8pm	Jerry Constantine Jesse D. Blain
Diana Allen	CBS 10pm	Allen Villon
Edgar Allen	ABC 8:30pm	Jackie Bender, Pacific Travel agency; Martin Sochik, singer-playing; Ann Pierce Kirkpatrick; art conversation
Ed Sullivan	NBC 9:30pm	The Jackie Gleason - by Walter D. Howe, adapted by Arthur Atkinson, with Ann Corkhandler, Mark Cheadle, Lawrence Tierney

THURSDAY MAY 17

Alice Lovejoy	CBS 8pm	Frances Langford, Alice Ghostley, Jim Dunnigan (S), Jon Kelmer Jackson
Alice Cooper	NBC 8:30pm	The Alice Cooper - by Alice Cooper, with Mitch Ryder, John Kearney, Pat Cooper, Alice Cooper, Alice Cooper, Donald Pleasence
Allan Sherman	NBC 10:30pm	Sherman Minutes - by Allan Sherman & Harry Tugend; with Jack Cole, Dorothy Collins, Jerry Dexter, Bill Dana, Allan Sherman, Harry Shelb, Sam Schwartz, Denise Lawrence, Jerry Lewis, Dorothy Dandridge, Helen Lawing

THURSDAY MAY 17 (Continued)

Ellery Queen	DuM 9pm	The Frame-Up; with Bernard Lenrow, John Boruff, Jean Barnes
Ford Festival	NBC 9pm	King Cole Trio, Jan Murray
Garry Moore	CBS 1:30pm	Phil Foster
Kate Smith	NBC 4pm	Richard Himber, The "It Pays To Be Ignorant" panel, Brown & Beige (D)
Lilli Palmer	CBS 7:15pm	Bidu Sayao
Martin Kane	NBC 10pm	Morton L. Stevens, Vinton Hayworth, Flora Campbell, Philip Houston
Starlight Theater	CBS 8pm	Bernice Bobs Her Hair - by F. Scott Fitzgerald, adapt. by H.S. Kraft; with Julie Harris, Mary Sinclair, George Englund, Elizabeth Ross, Jerry Paris, Ray Boyle, Jill Kraft, Vic Rendina, Stewart Ballinger; Anita Loos appears as The Narrator
T-Men In Action	NBC 8:30pm	The Case Of The Crooked Genius; with Arthur Hanson, Robert Simon, Jay Barney, Billy Greene, Stanley Prager, Foran Lee, Joe Silver, Will Lee

FRIDAY MAY 18

Big Story	NBC 9pm	Paul Lilly, Bruce Gordon, Donald Thompson, Jay Meredith Clem Fowler, Lee Marvin, Bea Roth, Joey Fallon
Caval. Of Stars	DuM 10pm	Frank Sinatra
Eloise Salutes	DuM 11pm	Jim Moran & Midgets
Ford Theater	CBS 9pm	Peter Ibbetson - by George du Maurier, adapted by Lois Jacoby; with Richard Greene, Stella Andrew, Iris Mann, Anna Lee, Ivan Simpson
Hands Of Mystery	DuM 9pm	A Sense Of Guilt - by R. N. Brant; with Jerome Thor, Joy Geffen, Wolfe Barzell, Calvin Thomas
Man Against Crime	CBS 8:30pm	Eddie Binns, Robert Chisholm, Joel Ashley, Abby Lewis, Anthony Rivers, Elaine Ellis
Penthouse Party	ABC 8:30pm	Elsa Maxwell, Pat O'Malley (C), Tom Glazer (S) Trini Reyes (D)
Mr & Mrs Mystery	WOR 7:30pm	The Case Of The Star Salesman - by John Gay; with John & Barbara Gay, Malcolm Lee Beggs, Charlotte Knight Bonnie Barton
Pulitzer Playhouse	ABC 9pm	The Queen's Husband - by Robert Sherwood, adapted by Felix Jackson; with Roland Young, Billy Redfield, Barbara Baxley, Edith King
Trapped	WOR 8:30pm	I Wake Up Dead - by Frank Wayne; with John Fletcher, Cynthia Leighton, Joseph Lawtner

[illegible] (illegible)

[illegible] Queen	Jan [illegible]	The [illegible] with Bernard Lacey, John [illegible], [illegible] [illegible]
[illegible] Revived	Jan [illegible]	Blue [illegible] Title, Jan [illegible]
[illegible] Moore	Dec 1 [illegible]	Full [illegible]
[illegible]	Dec [illegible]	Blanket [illegible], The [illegible] to be [illegible] [illegible] [illegible] (9)
[illegible] Tanner	Dec [illegible]	[illegible] Sales [illegible]
[illegible] Time	Dec [illegible]	Section 1 – [illegible], [illegible] [illegible], [illegible] [illegible] [illegible] [illegible]
[illegible] Dancer	Jan [illegible]	Beginning [illegible] Dec Tour – by [illegible] [illegible], [illegible] [illegible], [illegible] [illegible] [illegible] [illegible]

Ross Reports

WEEK OF
MAY 13-20, 1951

TALENT LOCATOR SERVICE

pyright 1951 — by WALLACE A. ROSS · 551 FIFTH AVENUE, N. Y. 17, N. Y. · MUrray Hill 2-5910

IN TOWN - POSSIBLE GUEST SHOTS

HILDE ABEL author "Guests Of Summer" publ June 11, avail intvw - CONTACT: Elizabeth Bragdon, Bobbs-Merrill MU 4-6950

RALPH BELLAMY - AGT: William McCaffrey EL 5-1076

MIMI BENZELL - PRESS: Don Coplin PL 9-5260

HELENA BLISS & JOHN TYERS avail as team - PRESS: Muriel Francis PL 9-5600

ERSKINE CALDWELL returned from Europe, in NYC thru May 19 - CON: Harmony Frey, Duell Sloan & Pearce MU 5-2510

DAVID COLE "The Innocents" juve avail TV- AGT: Sam Wren, Liebling-Wood

JEROME COWAN film actor - AGT: Robert Schultz, Fialkoff Agcy JU 2-4037

JACQUELINE de WIT film-TV actress - AGT: Robert Schultz JU 2-4037

ANNAMARY DICKEY soprano - MGR: Kurt Hofmann PL 3-7676

KID GAVILAN welterweight to try for title May 18, avail intvw - AGT: Jack Petrill PL 3-3773

JUANITA HALL 'Bloody Mary' of "South Pacific" - PRESS: Kurt Hofmann PL 3-7676

MARTHA LOU HARP WJZ singer - AGT: Henry Guettel, Gale Agcy PL 7-7100

LOUIS HAYWARD - AGT: Jack Lawrence JU 2-3885

KITTY KALLEN - AGT: Jack Talan, MCA PL 9-7500

BERT KALMAR JR. actor-singer - AGT: Jim Lister, Foley & Gordon MU 7-5354

(Continued next column)

IN TOWN cont.

DANNY KAYE Decca records, music from film "On The Riviera" promotion handled by Buddy Basch Assoc. MU 7-8351

WALTER KLAVUN current in "Dream Girl" - AGT: Lucy Kroll PL 7-4250

BERRY KROEGER film-legit actor - AGT: Charles Abramson, Famous Artists CI 7-6200

EVA LE GALLIENNE - AGT: Jay Garon, Aley Assoc. MU 2-6447

FRANK LIBUSE "The Mad Waiter" not in town but avail NY TV - AGT: Al Grossman CI 5-8422

MARGARET LINDSAY - AGT: Bonnie Alden, Baum-Newborn BR 9-6377

IRIS MANN "The Innocents" ingenue - AGT: Sam Wren VA 6-3714

DEAN MARTIN & JERRY LEWIS --PRESS: George Evans Assoc. CI 6-2765

DWIGHT MARFIELD, humorist "Poor Woman's Frank Sinatra" - CON: TR 4-3026

JAN MURRAY - MGR: Jack Bertell PL 9-5260

MARY McCARTY current Persian Room - AGT: Gloria Safier MU 8-3950

JARMILA NOVOTNA - MGR: Harry Squires CI 6-4150

DANNY THOMAS - PRESS: Bayne-Zussman PL 3-5755

OLIVER THORNDIKE film-legit actor - AGT: Lucy Kroll PL 7-4250

3 BEAUS AND A PEEP current John Conte TV show - AGT: Francis Head CO 5-7504

ESTHER WILLIAMS - CON: John Joseph, MGM JU 2-2000

ROLAND YOUNG - AGT: Francis Head CO 5-7504

the Scenescope is not yet developed to the point where it is practical for TV. Major criticisms center around the fact that it severely restricts the movements of the performers(since they must move within limited areas in order to remain in perspective); also the picture tends to bleed over; mechanical difficulties arise (so that the actor who is supposidly leaning on a prop that is in contributed by a slide within the mechanism comes across embarrassingly reclining in mid-air); and the whole end product is an extremely mechanical effect. The networks at present feel that everything accomplished by Scenescope can even more effectively be done by electronic methods....that the instilling of still another instrument into the production process adds just that much more opportunity for failures....that since Scenescope is most effective with the long shot which is relatively unimportant to TV, this cure-all, for one, is not an actuality.

Of more practical usuage in the way of devices, the technique of rear projection is extensively used by a number of producers. NBC-TV has developed the method to the extent where it can supply at least a portable unit to every one of its studios. Although it was developed by film producers, rear projection has been streamlined and tailored through several years of experimentation to TV requirements -- one being the filling of a 9x12 foot screen with a throw of only 16 feet, as contrasted with a 23 foot throw for film. Assets: the wide variety of backgrounds obtainable on 4x5 inch slides, the relative inexpensiveness - $4-5 per slide, and the small storage space required.

Things to remember: Incandescent light must be used in direct projection, with high key lighting required. Light diffusion limits the size of the screen to between 12 & 14 feet in width; cameras cannot shoot more than 30-40 degrees off center because of light loss; and film must be synched up to 30 frames per second. In addition, performers and props cannot be closer than 5 feet to the screen, in order to maintain perspective; and since the screen cannot come closer than 3 to 6 feet of the floor, some form of concealment is necessitated to mask the gap.

PHOTO-MURALS

The process of mounting photos on canvas or some other cloth is another peopular scenic technique. One of the newer applications has been designed by a firm known as Backdrops, Inc., which projects its murals onto cloth instead of paper or another firm surface. Bill Walker of Backdrops Inc. affirms that this method cuts down reflection, diffuses light more evenly, is more durable since it won't chip or peel, and solves the storage problem since a 40sq ft mural folds up into a 2ft sq package. Already used on a number of programs,including Martin Kane, Four Star Revue, Broadway Open House, the Jack Carter Show on NBC-TV, this technique has won an accolade from Elwell, the network Art Director. Walker's process is especially suited for exteriors; a 4" negative can be blown up to 40' wide sheet, and excellent detail and reality is preserved. The firm is building a library of stock scenes for subsequent distribution through a catalogue. At present, the outright sale cost is $1.75 per sq ft

PAINTED FLATS

Of course, the traditional painted flat is still the mainstay of the scenic departments....so much so that not only network construction crews, but also private scenic outfits are on an almost round-the-clock basis. Network art directors discount such criticisms as high cost, storage problems, unreality, and the like, with these arguments: 1. With storage facilities now pretty well established, flats can be held on a library basis, or can be merely painted over if needs be. 2. With this assured, costs can be amortized over a period of time (and from the network point of view, this can be a profitable venture) 3. Often reality is not as desireable as specialized perspective which thrusts an ingredient that is important to the program more to the forefront. Flats can be painted to accomplish this end;photo-murals merely record.

SPECIAL EFFECTS THAT ARE USEFUL SUPPLEMENTS

Special effects are varied in type and approach in practice today. For example, rain can be created by actually having rain on the set, by shooting it against a black background & superimposing, or by running a film clip of rain, then cutting immediately to a wet person coming in through a door. Snow can also be created in these ways, or by electronic means. Other natural effects: Smoke by filling the set with it, by using a smoke lens on the camera, or by superimposing a film; Clouds by using a cloud wheel on a camera, or again by superimposition; Lightening by rear projection, or by setting off a flash bulb behind a rear projection screen, or by using a jagged slash cutout in front of the camera. Other common effects in the line of cobwebs, fire, blood, breakaway glass, trick knives, etc. follow traditional theatrical and film techniques.

But because television is an electronic medium, such methods peculiar to the medium - like split screen, superimpositions, dissolves, and the like - are at the command of the director ingenious enough to use them effectively. Agreed that there is nothing quite comparable to the real thing...a three-dimensional set...a location shot, clever combination of photo-murals, rear projection, or other establishing shots can be employed with tight closeups to take best advantage of television's intimacy. In this case, expense dictates to realism, but the latter can be caught by virtue of the very character of the method of transmission.

PRISMS - Varying types are in use, all of which can be mounted on a lens and operated by a cameraman. Circular prisms give a central picture with from 2 to 5 images of the same size around it. A hand crank permits rotation at any speed in either direction....giving the effect of a head which is stationery while five copies revolve around it. Any number of facets can be blacked out, while another picture can be combined by masking the lens of another camera. Horizontal prisms give 2 to 5 identical pictures vertically or horizontally, while inversion prisms permit the entire picture to be turned upside down and/or swung to a greater or lesser degree.

MIRRORS - Two mirrors mounted on a frame allow the taking of either high or low oblique shots without losing the service of the camera by having to mount it on a special rig. Mirrors also give a periscope effect which allows a horizontal picture either very low or very high. Generally they are used to go beyond the limitations of the ordinary camera mounts. Mirrors used must reflect from top surface.

GOBO EFFECT - NBC's name for a process of creating artificial scenery. For example - a door is placed on a bare set. A small picture of a house is placed in front of the camera with an aperture corresponding to the position of the door cut out. When photographed an actor will appear to emerge thru the door of the house. This may only be used for establishing shots which can open a scene quickly.

IRIS EFFECTS - Placement of an iris in front of a lens gives the effect of looking thru a telescope or binoculars. It can be closed down to fade a scene, but it is rarely used for this.

ZOOM LENS - Similar to the ZOOMAR lens, but better suited to studio operation. NBC has just announced its use. It can be worked either by motor or by hand and allows great flexibility in use of a stationary camera. It varies from $2\frac{1}{2}$ to 6 3/4 inches in focal length. Not as wide angle as Zoomar and it needs more light, therefore the Zoomar is still best for outdoor work.

Ross Reports

ON TELEVISION PROGRAMMING

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EDITOR - Robert Cinader SUPPLEMENT C

SALES EXECUTIVES HEAR HAPPY SPONSOR JUSTIFY $2,300,000 TV EXPENDITURE!

WESTINGHOUSE SPOKESMAN STATES THE TV CASE ELOQUENTLY

Details Provide A Spectacular Sales Weapon

.....

A joint annual luncheon conclave of the American Television Society and the Sales Executive Club of New York enjoyed a rare treat last week -- they met face-to-face with a real, dyed-in-the-wool, "happy sponsor"! His name is J. Gilbert Baird, the Sales Promotion Manager of the Electric Appliance Division of Westinghouse Electric Corporation. The things he had to say - and the obvious relish with which he spiced his remarks - about the sales job that television has accomplished for Westinghouse provide television's boosters with the kind of ammunition that has to be effective.For that reason, through the co-operation of Murray Martin who handles Westinghouse publicity and public relations for Studio One, exerpts from the text of Mr. Baird's testimonial are printed herein.

Hard on the heels of a remark by Chris Witting, DuMont's General Manager, that television sales success stories have become so frequent that they are no longer startling, this sponsor's spokesman proceeded to startle his trade-wise audience right out of their seats. His detailed, lucid expose of the Westinghouse TV ad campaign was multiply effective coming on top of Witting's five-point analysis to the effect that: 1. There are at present over 12 million TV receivers in circulation; 2. All but one market served by TV is a major metropolitan buying center; 3. The 63 cities now served by television account for 61.8% of US total families; 4. These cities account for 68.3 per cent of the nation's effective buying income...66.3% of its retail sales; 5. Since the four TV networks can deliver only 84 half-hour periods in the 7:30pm-10:30pm time per week, these choice advertising approaches will become more and more valuable during the next five years.

SPONSOR - ON SELECTING A SHOW

"...the first lesson an advertiser learns is that it takes money. The amount depends on numerous factors, such as the kind of product sold or the service rendered, location of customers, kind of competition, marketing problems, kind of show bought, amount of time bought, number of stations used, &, incidentally, the size of your checkbook. There is a TV show to suit your problem and pocketbook."

The Westinghouse problem is the sale of appliances through 10,000 dealers television sets through 6000 dealers, and electric housewares through 25,000 retailers Competition is both big and powerful, small and tricky. Since every one of these have to be demonstrated to be sold, TV looked like a "natural" as it developed. The sponsor chose Studio One to do the job because it offered great institutional prestige along with an opportunity to do a product selling and demonstration job, Sponsorship started on May 11, 1949, on a 9-station CBS-TV live network -- yearly budget, $400,000. Today, the program is on 51 stations -- budget, $2,300,000....."and we're happy about the whole thing"

-continued on Pg 9 -

Sun(20) - CBS(Ch2) -- 7:30-8pm; HIGHLIGHT: Jack Benny Show; from WCBS-TV to the net; 4th show this year; preempts "This Is Show Business"; Sponsor - Lucky Strike; Agency - BBD&O; Producer - Hilliard Marks; Director - Dick Linkroum CBS; guests will include Mary Livingstone. Bob Crosby, Ben Hogan, Mel Blanc, Rochester.

NBC(Ch4) -- 1:15-1:30pm; DEBUT; Headquarters -- New York; WNBT only; new official Army show covering various aspects of Army life & training; special films will be used; Produced by First Army Public Relations Office; Technical Liaison - Capt. Don Biondi; Director - Lt. Al Scott; Scripts - Howard Warrick.

Mon(21) - NBC(Ch4) -- 10:40-11am Mon-Fri; DEBUT; Bringing Up Mother; WNBT only; new child care & training show; Producer - Phyllis Adams WNBT; Director - Frank Jacoby NBC; MC - Wayne Howell NBC; format will feature guest experts & films.

9-9:30pm; RENEWAL; Lights Out; from WNBT to the net; sponsor renews show for one year; show will run thru summer; Sponsor - Admiral; Agency - Erwin, Wasey; Producer - Herb Swope NBC; Director - Larry Schwab NBC.

WOR(Ch9) -- 5:30-6pm Mon-Fri; DEBUT; Foto-Kids Quiz; new kids quiz show; Packager - Walter Schwimmer Prod'ns; Director - Jerry Friedman; Assoc Prod - Barbara Mastrud; MCs - Dan McCullough & Bruce Eliot; quiz will include telephone calls as well as studio audience.

10:30-11am Mon-Fri; CHANGE; Figure Fashioning By Buster Crabbe; show moves to this new time & expands to half hour; from 11-11:15am Mon-Fri; Producers - Buster Crabbe & Bob Bundy; Director Mende Brown WOR.

Tue(22) - DuM(Ch5) -- 10-11pm; HIGHLIGHT: Children Of The Shadows; from WABD to the net; all-star revue for the benefit of the Association for the Help of Retarded Children; Producer - William Vallee,Benton & Bowles; Director - Herb Leder B&B; MCs - Earl Wilson & Hy Gardner; Music - Cy Coleman & orch; guests will include Judith Evelyn, Joyce Matthews, Robert Q. Lewis, Betty Furness, Jean Carroll, Jacqueline Susann, Connie Sawyer, Imogene Coca, Barry Gray, Gertrude Berg.

7:45-8pm Tue & Fri; DEBUT; Washington Report; from WTTG Washington to the net; new public service news commentary program with Tris Coffin.

Thu(24) - ABC(Ch7) -- 7:15-7:30pm; DEBUT; Laraine Day Show; WJZ-TV only; new sport interview show with Laraine Day as MC; Producer - Ward Byron ABC; Director - Eddie Nugent ABC; show is sustaining & is in addition to the Laraine Day Show seen on ABC Sat 1-1:30pm.

CBS(Ch2) -- 10:30-11pm; CHANGE; Crime Photographer; from WCBS-TV to the net; show which has been sponsored alt weeks in this time slot will now be seen weekly - sustaining on alt weeks; Sponsor(alt weeks Carter Prods; Agency - Sullivan, Stauffer, Colwell & Bayles; Producer - Martin Manulis CBS; Director - Sidney Lumet CBS.

PROGRAM	NET TIME	GUESTS (C - Comic; D - Dancer; S - Singer; M - Musician)
		FRIDAY MAY 18
Margaret Arlen	CBS 1pm	John Ericson
Not For Publ.	DuM 7:45	The Reluctant Hero - by R.N. Brant; with William Adler, Truman Smith, Dorothy Elder, Kay Coulter
We the People	NBC 8:30	Mickey Mantle

**** Other shows on this date were listed in last week's issue.

		SATURDAY MAY 19
Faith Baldwin Thtr	ABC 12:30	Woman Overboard; adapted by William Noble; with Luise Rainer, Donald Curtis, Edith Atwater
Frank Sinatra	CBS 9pm	Phil Silvers, June Hutton
Jack Carter	NBC 8pm	Cesar Rómero, Mary Hatcher
Its Up To You	CBS 5:30	Joan Bennett
Laraine Day	ABC 1pm	Susan Douglas, Jon Rubes, Mrs May Burke(radio operator), Pauline Muzzio(lady fireman)
Ken Murray	CBS 8pm	Art Lund, Ella Raines, Duke Ellington, the Korn Kobblers, Elyse Weber(C,S), Lucille Ricker & Tony Starman(D)
Sam Levenson	CBS 7pm	Don McNeil & his son Tommy
Yr Show of Shows	NBC 9pm	Signe Hasso, Cesare Siepi(S)
Victor Borge	NBC 7pm	the Song Spinners
		SUNDAY MAY 20
Bigelow Theater	CBS 6pm	His Brother's Keeper - by Jack Bentkover; with Ward Bond, Beverly Tyler, Glenn Corbett, Peter Similuk, Patrick Sexton, Buddy G. Mason (reprise)
Celebrity Time	CBS 10pm	Robert Alda, Dorothy Sarnoff
Comedy Hour	NBC 8pm	Dean Martin & Jerry Lewis MC, Jane Morgan, Fosse & Niles
Lamp Unto My Feet	CBS 4:30	It's A Wise Parent; with Anne Marno, Robert H. Harris, Viola Harris, Lee Phillips
Leave It ... Girls	NBC 7pm	Bill Stern, Nancy Chaffee, Florence Pritchett
Philco Playhouse	NBC 9pm	Justice & Mr. Pleznik - by Arthur T. Horman; adapted by Thomas W. Phipps; with Joseph Buloff, Leo Penn, Naomi Riordan, Ruth McDevitt, Charles Campbell, Arthur O'Conn
Paul Whiteman	ABC 7pm	Isabel Bigley, Helen Gallagher & Harold Lang(D)

TITLE	ETC TIME	CHANNEL
		(L - Cable; D - Digital; S - Satellite; A - Miscellaneous)

SATURDAY MAY 26

Universal Action	CSS 12pm	John Erickson
Sex For Sale	Dnt 12:45	Ex Hooker Pers - by Wm. Sewell with Sylvia Adler, Tracey Smith, Dorothy Elder, Bug Cooper
Sex Lies Secrets	NFC 8:30	Nicole Brown

Have Doctor always on hand but were Linked in last week's issue.

SUNDAY MAY 27

Will Smith Tribeca 12:30		Women Overboard; adapted by William Poole; with Jamie Kennedy, Tonsil Dwyer, Judith Ossler
Sex Lies Secrets	CSS 3pm	Bill Clinton, Jane Swanson
Sex Lies Secrets	NFC 8pm	Jessie Vincent, Mary Brown
Sex In The City	Dnt 9:15	[illegible]
Sex Lies Secrets	NFC 11pm	[illegible]
Sex Secrets	CSS 2am	[illegible]
Sex Lies Secrets	CSS 7am	[illegible]
Sex Lies Secrets	NBC 9am	[illegible]
Sex Lies Secrets	NFC 7am	[illegible]

MONDAY MAY 28

Sex Lies Secrets	CSS 5pm	[illegible]
Sex Lies Secrets	CSS 10pm	[illegible]
Sex Lies Secrets	[illegible]	[illegible]
Lesson Taught My Fool Dad 4:30		[illegible]
Lesson 24 ... Dialing Tips		[illegible]
Sex Lies Secrets	NBC 7pm	[illegible]
Fast Sex Women	NFC 7pm	[illegible]

SUNDAY MAY 20(Continued)

Rocky King	DuM 9pm	The Lion Roared Murder - by Edgar Marvin; with Jeff Morrow, Helen Backlin, Frank Campanella, William Reid
Showtime, USA	ABC 7:30	Jack Carson, Mildred Bailey, the Honey Brothers(D); Melvyn Douglas & Dennis Harrison in a scene from Jason
Toast Of The Town	CBS 8pm	Ken Murray, Laurie Anders, Johnny Desmond, Mimi Benzell, Billy De Wolfe, Tip,Tap & Toe(D)
Fred Waring	CBS 9pm	Baird Marionettes, Betty Logue, Irwin Corey(all from "Flahooley")
Whats My Line	CBS 10pm	Bennett Cerf

MONDAY MAY 21

Arthur Murray	ABC 9pm	Paula Drake(S), Angel Minganelli(ventriloquist)
At Home	CBS 11pm	Mimi Benzell
Garry Moore	CBS 1:30	Virginia Sale
Hwood Screen Test	ABC 7:30	Wendy Barrie; Preston Hanson & Chris Gampel
Kate Smith	NBC 4pm	Tong Brothers(acrobats)
Lights Out	NBC 9pm	Cat's Cradle - by Jerome Barry; adapted by A.J. Russell; with Martha Scott, Murvyn Vye, Larry Kerr, Clock Ryder
Lucky Strike Thtr	NBC 9:30p	The House of Seven Gables - by Nathaniel Hawthorne; adapted by Irving Gaynor Neiman; with Gene Lockhart, June Lockhart, Leslie Nielsen, Richard Purdy, Helen Carew, Daniel Reed
Lux Video Theater	CBS 8pm	Wild Geese - by Charles Caldwell Dobie; with Evelyn Keyes, Ralph Clanton, Charles Taylor, Jonathan Marlowe
Mohawk Showroom	NBC 7:30	Ted Steele
Margaret Arlen	CBS 1pm	Betty Cornell(author)
Perry Como	CBS 7:45	Nat King Cole & trio
Steve Allen	CBS 12N	Lionel Hampton, Lee Wiley
Studio One	CBS 10pm	A Chance For Happiness - by James Ronald; adapted by Ted Berkman; with Maria Riva, Murray Matheson, Pat Wheel, Francis Compton, Michael McAloney, Conrad Bain, Olive Templeton, Richard Fraser, Martin Brandt
Talent Scouts	CBS 8:30	Marilyn Murphy(S), Jilla Webb(S), Rick Duane(S), the three Harmonica Masters
Voice of Firestone	NBC 8:30	Christopher Lynch
Vanity Fair	CBS 2:45	E.Y. Harburg, Michael Brown(S), Robert Lang(director of Radio Free Europe)

[illegible]	[illegible]	The Life Sound Studios - by Stage Service; with Abe [illegible], Elton Hoxlin, Frank [illegible], Phillip [illegible]
[illegible], USA	[illegible]	Jack [illegible], Milton Berle, the Benny Brothers([illegible]), Hugh O'Brian & Dennis Morgan in a scene from [illegible]
[illegible] of The Zoo	[illegible]	Fox Movietone Studio [illegible] Johnny Downs, Mike [illegible] Reilly [illegible]
[illegible]	[illegible]	[illegible] Mike [illegible], Benny [illegible], Irwin [illegible] [illegible]
[illegible]	[illegible]	[illegible]
		[illegible]
[illegible]	[illegible]	[illegible] Mike [illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible] Bergen & [illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible] - by [illegible] Service, [illegible] by [illegible], [illegible] [illegible], [illegible] [illegible], [illegible] [illegible]
[illegible]	[illegible]	The Bowl of Green [illegible] - by [illegible] [illegible] [illegible] by [illegible] [illegible], with [illegible] [illegible], [illegible] [illegible], [illegible], [illegible], [illegible] [illegible], [illegible] [illegible], [illegible] [illegible]
[illegible]	[illegible]	[illegible] - [illegible] [illegible] [illegible], [illegible] [illegible], [illegible] [illegible], [illegible] [illegible]
[illegible]	[illegible]	The [illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	Lions [illegible]
[illegible]	[illegible]	[illegible] - by [illegible] [illegible]; [illegible] [illegible] [illegible] [illegible], [illegible] [illegible], [illegible] [illegible],

TUESDAY MAY 22

Armstrong Theater	NBC 9:30	The Vote Getter - by Anne Howard Bailey; with Arthur Vinton, Muriel Kirkland, Biff Elliott, Mary Heath, Pat Peardon, Cameron Prud'homme
Caval of Bands	DuM 9pm	Louis Prima & orch, Buddy Lester, Calgary Brothers(D), Susan Raye(S), the Fontaines(D)
Danger	CBS 10pm	A Clear Case Of Suicide - by Hannah Grad Goodman; with Joan Bennett, John Forsythe, Howard Wierum, Jane Seymour, George Matthews
Fireside Theater	NBC 9pm	The Amber Gods - by Harriet Prescott Spofford; adapted by Adele Commandini & Edith Martin; with Mary Sinclair, Georgia Eaton, William Henry, Morgan Farley, Lester Matthews, Maudie Norman, Robert Boyd (reprise)
Footlights & Kleig	NBC 11:45am	Arthur Treacher
Kate Smith	NBC 4pm	Moke & Poke(D), Dorothy Greener(C), Evalyn Tyner(M)
Little Show	NBC 7:30	Vicki Richards(S)
Margaret Arlen	CBS 1pm	Wesley Addy
Steve Allen	CBS 12N	Ken Murray, Sandy the Seal
Stork Club	CBS 7:45	Joe Pasternack
Suspense	CBS 9:30	Escape This Night - adapted by Halsted Welles from a play by Robert Stevens; with Theo Goetz, Robert H. Harris, George L. Smith, Robert Horton, Audra Lindley
Success Story	ABC 1pm	Raymond Loewy
Texaco Star Thtr	NBC 8pm	Harry Richman, Kay Armen, Joe Frisco, Lew Parker, Helen Kane, Vincent Lopez, Blackburn Twins & Pam Cavan
Vaughn Monroe	CBS 9pm	Ken Murray, Laurie Anders
Vanity Fair	CBS 2:45	Sarah Churchill, John Schrady(artist)

WEDNESDAY MAY 23

Charlie Wild	CBS 9pm	The Case Of The Tough-Talking Widow; with Sally Gracie, Richard Barrows, Jack Delmonte, David Orrick, Doug Rutherford
Fam. Jury Trials	DuM 9pm	Arthur Kohl, Arny Freeman, Dehl Berti, Anna Minot, Jack Shay, Jim Little, Samuel Messer
Footlights & Kleig	NBC 11:45am	Jose Ferrer
Four Star Revue	NBC 8pm	Danny Thomas MC, Kay Starr, Bunny Lewbel, Rufe Davis, the Mayo Brothers(D)
Garry Moore	CBS 1:30	Sarah Churchill
Godfrey & Friends	CBS 9pm	the Vagabonds(S)
Kate Smith	NBC 4pm	the Cerneys(C,D), the Smoothies(S)

[illegible] Theater	[illegible]	The Two Gentlemen, by Jane Howard Bailey, with Marion Vincent, Margaret Atwood, Mary Elliott, Mary Beth, Joe Sneden, Hudson Kim Thomas
[illegible] of Florida	[illegible]	Louis Prima & [illegible], Bobby Lewis, Jeffery Wightman(T), Susan Day(C), Joe Grossman(T)
[illegible]	[illegible]	A Clear Case of Murder - by Barnard Jean Goodman; with Jean Burns, John [illegible], Edward Alvarez, Jim Sommer [illegible]
[illegible] Theater	[illegible]	The Abbey Inn - by Patrick Dennis (Patrick), adapted by Jerome Lawrence & Robert Lee; with Tony Bonner, Georgia Lawson, William Hurt, Joseph Maher, Lance Mulvey, Sandie Thomas, Robert Loy (director)
[illegible] & Flamingo	[illegible]	Arthur Treacher
[illegible] Gulch	[illegible]	Bob & Pole(D), Dorothy Cassidy(C), Evelyn Frank(M)
[illegible] Show	[illegible]	Vicki Richards(C)
[illegible] Arena	[illegible]	Vaudy Adly
[illegible] Dolphin	[illegible]	Tom Murray, Sandy the Seal
[illegible] Club	[illegible]	The Partners
[illegible]	[illegible]	Dennis Tyler Lions - [illegible] by Bernard Pillard from a play by Robert Thomas, with Tom Dunn, Robert D. [illegible], Joanne [illegible], Nancy Burton, Robert Loy (director)
[illegible] Story	[illegible]	[illegible]
[illegible] Dinner Club	[illegible]	[illegible] Ray Brown, Joe Turner, Lee Porter, Helen Ross, Vincent Lopez, Dinner-dance prior & [illegible]
[illegible] Theater	[illegible]	Ann Murray, Joseph Bakewell
[illegible] Water	[illegible]	Fred Darrell, Mike Cambalik(Jazz)

[illegible] MONDAY MAY 23

[illegible] Villa	[illegible]	The Dean of the Moonlight Vision (Video) with Molly Grant, Richard Barrows, [illegible], David Orton, Doug [illegible]
[illegible], Long Island	[illegible]	Arthur Godfrey, Mary Fleming, Cyril Burt, Lorna Lanon, Jane Gray, Ida Lupino, Donald Dunner
[illegible] & Tiger	[illegible]	Jean Fabre
[illegible] Jack Farm	[illegible]	Jerry Fleming [illegible], Jay Stuart, Sandy Lawson, Ann Jerry, Tom Ryan Scrapbook(D)
[illegible] Room	[illegible]	[illegible]
[illegible] & Friends	[illegible]	Sam Goodwin(E)
[illegible] Hotel	[illegible]	Ann Corwin(C,D), Tom Scrapbook(C)

WEDNESDAY MAY 23(Continued)

Kraft Theater	NBC 9pm	A Play For Mary - by William McCleery; adapted by R. Howard Lindsay; with Cloris Leachman, Bramwell Fletcher, James Daly, Eva Condon
Kreisler's Band.	ABC 8:30	Tommy Tucker & orch, Ken Murray, Laurie Anders, Mol Torm
Mohawk Showroom	NBC 7:30	Alan Dale
Plainclothesman	DuM 9:30	Decoy To The Deathhouse; with Frank Dana, Liam Dunne, Guy Arbury, Alice Thompson, Irving Winter
Steve Allen	CBS 12N	Laine & Crawford(acrobats), the Stagg McMann Trio(harm.)
Vanity Fair	CBS 2:45	Maria Tallchief(D), Marc Connelly, Doris Humphrey(D)
The Web	CBS 9:30	A Switch In Time - by John G. Cole; with Henry Jones, Herbert Rudley, Audrey Christie, Steve Elliot, John Hamilton, Harold Stone

THURSDAY MAY 24

Alan Young	CBS 9pm	Cesar Romero, the Whippoorwills(S)
Big Town	CBS 9:30	Key Witness - by Willard Keefe & Charles Robinson; with Frank Thomas Sr, Geraldine Wall, Ben Lacklund, Edwin Cooper
Crime Photographer	CBS 10:30p	The Gentle Strangler - by Alonzo Deen Cole; adapted by Alvin Sapinsley; with James Westerfield, Tom Gorman, George Mitchell, Virginia Robinson, Frieda Altman, Adelaide Bean, Paul Keyes
Ellery Queen	DuM 9pm	Dissolve To Death; with Rene Paul, Mary Alice Moore, Lewis Charles, Harriet MacGibbon, Brandon Peters
Ford Festival	NBC 9pm	Vaughn Monroe, Victor Moore
Footlights & Kleigs	NBC 11:45am	Anita Colby
Kate Smith	NBC 4pm	Count Basie & orch, Harrison & Fisher(C,D), Richard Himber, the Karpis Trio(acrobats)
Lilli Palmer	CBS 7:15	S. Hurok
Little Show	NBC 7:30	Sandra Deel
Martin Kane	NBC 10pm	Tom Heaphy, Sylvia Stone, Jim Nolan, Lawrence Fletcher, Stewart Bradley, Jack Waldron
Steve Allen	CBS 12N	Peter Carr & Eva(C), the Great De Lage & Shirley(magic.)
T-Men In Action	NBC 8:30	The Case Of The Terrible Trophy; with Edward Binns, Donald Curtis, Melba Rae, Clem Fowler, Sammy Schwartz, Bernard Burke, David Kerman, Allan Stevenson, Wolfe Barzell
Vanity Fair	CBS 2:45	Joseph Battista(M)

Crest Theater	CBS 9pm	A Play For Mary - by William McCleery; adapted by A. Edward Lindsay; with Doris Lockhart, Donald Fickbohm, Jason Daly, Ann Crosby
Dreams to Land,	ABC 8:30	Tommy Anderson & Jon Hartley, Laurie Anderson, Joyce Tyler
Journey Showcase	ABC 7:30	Alan Tate
Philco Jubilee	NBC 9:30	Dorothy Kirsten, with Frank Sinatra, Lisa Kirk, Guy Mitchell, Allen Thompson, Irving Miller
Steve Allen	CBS 10P	Lois & Clevelant(actors), the Stan Freberg Orchestra.)
Theatre Guild	CBS 8:45	Maria Ouspenskaya(U), Philip Dorning, Doris Dowling(U)
The Lab	CBS 9:30	A Spitball Pitch - by John C. Cole; with Harry Shaw, Barbara Wheeler, Andrew Duncan, Steve Allice, Jane Hamilton, David Cobb

Alan Young	CBS 7pm	Frank Nelson, Ann Whitesville(S)
Art Ford	CBS 9:30	Kidnapped - by William Cole & Charles Robinson; with Frank Thomas Sr, Donaldine Wall, Ben Lackland, Ruth Cooper
Crime Photographer	CBS 10:30p	The Dumbie Swindler - by Alvin Sam Cole; adapted by Alvin Sullivan; with Jesse Wrenn(Nick), Jim Gibney, George Mitchell, Virginia Bartness, Ralph Lewis, Adelaide Hom, Paul Kern
Hilary Brown	ABC 8pm	Hollywood Story; with Ann Tod, Jerry Lawrence, Lyn Murray Orch., Harry Sacher, Marvin Miller
Jack Benny	NBC 10pm	Dennis Day, Frank Nelson
Jerry Colonna & Kingsmen	CBS 12:30am	Peter Cooper
Jack Smith	NBC 8pm	Count Basie & Orch, Bernice & Mary(C)(U); Richard Hilber, the Sample Trio(accordions)
Little Brown	CBS 7:15	S. Burke
Lucille Show	NBC 7:30	Gordon Jewel
Martin Kane	NBC 10pm	The Bailey Sisters, Jim Nelson, Lawrence Fletcher, Albert Sandler, Jack Kirkham
Open Door	CBS 12M	Inner Cast & Lyn(C); the Green Ensemble & Mitchell(organ.)
Tales to Astonish	ABC 8:30	The Case of the Vanishing Strangler; with Sidney Blackmer, Ruth Lewis, Arthur Gay, Jack Grimes, Peggy Schwartz, Richard Gaze, Bruce Kimmel, Allen Drummond, Nolle Marshall
Tenth Inn	CBS 8:45	Jewish Rabbi(U)

FRIDAY MAY 25

Big Story	NBC 9pm	William Lalley, Shirley Blanc, Somer Alberg, Peggy Allenby, Graham Denton, David S. Jordan
Caval. of Stars	DuM 10pm	Joan Bennett, Hazel Scott, Vinni Di Campo
Faye Emerson	ABC 7:15	Steve Allen
Footlights & Kleig	NBC 11:45am	Barbara Bel Geddes
Garry Moore	CBS 1:30	Milbourne Christopher(magician)
Kate Smith	NBC 4pm	Nick Lucas(guitarist)
Man Against Crime	CBS 8:30	Nancy Coleman, Peter Fernandez, Paul Huber
Mohawk Showroom	NBC 7:30	Ken Murray, Laurie Anders, Art Lund
Mr & Mrs Mystery	WOR 7:30	The Case of the Returned Visit; Annette Erlanger, Carol Howe, Leonard Stone
Penthouse Party	ABC 8:30	Al Bernie, Yvette(S), Carmel Myers
Pulitzer Playhse	ABC 9pm	The Stolen City -by David Davidson; with Charles Dingle, Richard Bishop, Wright King, Franklin Fox, Gilda Oakleaf, Ruth Hammond, Frank McNellis, Salem Ludwig, Bobbie Trelease, Heywood Hale Broun, Tom Middleton, Sam Bonnell, Joseph Bolen, Harry Kudisen, Lew Herbert, Harry Shepard, Neil Fitzgerald, Robert Leib, Russell Morrisen
Steve Allenq	CBS 12N	the Weavers, Danny Drayson(C,D)
Star of the Fam.	CBS 10pm	Gene Baylos, Jack Durant
Twenty Questions	WOR 8pm	Binnie Barnes
We Take Yr Word	CBS 10:30	Arlene Francis, John Lardner

LAST WEEK'S CHANGES

ABC - Eva Gabor Show; Thu 7:15-7:30pm WJZ-TV only; show departed after performance on 10 May; will return to WJZ-TV sometime in June in time slot not yet set.

Nancy Craig Time; 4-4:45pm Mon,Wed,Fri, 4-4:30pm Tue&Thu WJZ-TV only; show debuted 14 May; daytime homemaking & interview show with Nancy Craig; Director-Babette Henry ABC; participation sponsorship.

PIX - New York, New York; Thu 8:30-9pm; new discussion show about New York; MC - Art Ford; show will feature a four guest interview & discussion panel each week; Director - Jack F.A. Flynn WPIX; show debuted May 17.

FUTURES

May 29 -POOL -- Red Cross Pint Parade; 12M-1:30am; from Center Theater via WNBT to NBC,CBS,ABC,DuM nets & WOR; all-star revue to encourage blood donations for the armed forces; Producer - Marlo Lewis; NBC Prod Super - Danny Dare; Director - Warren Jacober NBC; guests include Milton Berle, Gloria Swanson, Frank Sinatra, Kate Smith, Victor Borge, Dag Dagmar; attendance at the theater is limited to members of show biz; price of admission - 1 pint of blood given at the Hotel Astor.

FRIDAY MAY 20

Dia. Story	NBC 9pm	William Cullen, Shirley Dinsmore, Peter Allenby, Orchestra Conducted, David E. Adams
Conv. of Stars	CBS 10pm	John Brewster, Ethel Merman, Frank De Vore
Page Lorenzo	ABC 7:15	Steve Ahnert
Operations e Elegant	11:30am	Dorothy Kilgallen, Dorothy Sarnoff, Jerry Lester
Queen Lorenzo	CBS 7:30	Milton Berle, Jerry Colonna(guest star)
Life Begins	NBC 9pm	John L. Sullivan(guest star)
Mr. Aquatic Show	CBS 8:30	Jerry Colonna, Peter Ferrandez, Dean Fabor
Guess Mystery	ABC 7:30	Jim Hawkins(Mystery Guest), Jay Lewis, Jack Lewis
Mr. & Mrs. Mystery	CBS 7:30	Ann Sothern(Lorraine Vitale), Lawrence Fitzgerald, Donald Cook, Leonard Graves, Jack Kirkwood
Cavalcade Stars	NBC 8:30	Al Martino, Jerry(?), Jerry Lewis, Jerry Vivino
Suspense Theatre	CBS 9pm	Tyrone Power, Gene Lockhart, Charles Drake, Jerry Lewis, Frances Bavier, Ann Dvorak, Ann Sothern, Ann Dvorak, Jerry Lewis, Jerry Vivino, Jerry Lewis, Jerry Vivino, Jerry Lewis, Jerry Vivino

IN TOWN - POSSIBLE GUEST SHOTS

WALTER ABEL - AGT: Bob Sanford, MCA PL 9-7500

JOEY ADAMS - PRESS: Charles Dreyfuss EL 5-7120

AMES BROTHERS - here June 6 for Paramount Thea date - AGT: Jack Talan MCA PL 9-7500

EDITH ATWATER - TV-legit actress current in "Flahooley" - AGT: Peter Witt PL 9-7966

GRACIE BARRIE - opening Paramount Theater June 6 - AGT: Joe Sully MCA

JOAN BENNETT - PRESS: Margaret Ettinger MU 8-4842

JACK BENNY - AGT: Bob Sanford, MCA

TERESA BREWER back in town, avail TV - AGT: Jack Talan, MCA PL 9-7500

MIMI BENZELL opening Roxy this week - MGR: Jack Bertell PL 9-5260

IMOGENE COCA - AGT: Deborah Coleman CI 7-3264

TAMAR COOPER - TV-legit actress CONTACT: CI 6-5437

HUME CRONYN - AGT: Francis Head, Gibbs Agcy, CO 5-7504

ANN CROWLEY --lead in "Seventeen", & PAT CROWLEY --lead in TV "A Date With Judy" - PRESS: Don Coplin PL 9-5260

HAZEL DAWN JR. singer-actress - AGT: Miles Ingalls JU 6-3000

OLIVIA DE HAVILLAND - MGR: Arnold Weissberger PL 8-0800

GEORGE DE WITT from Italy this week, avail radio-TV - AGT: Jack Talan

BILLY DE WOLFE current Waldorf - AGT: John Dugan MCA

MARLENE DIETRICH - AGT: Charles Abramson Famous Artists CI 7-6200

DOROTHY DOUGLAS comedienne - AGT: Jack Talan, MCA PL 9-7500

SUSAN DOUGLAS - AGT: Francis Head, Gibbs Agcy CO 5-7504

MORTON DOWNEY - AGT: John Dugan PL 9-7500

WILLIAM EYTHE - AGT: Milt Goldman, Paul Small Agcy MU 7-0606

(Continued next column)

IN TOWN cont.

DERRY FALLIGANT, MGM recording artist here from coast, avail TV - AGT: Oscar Cohen, Assoc. Bkng PL 9-4600

PRISCILLA GILETTE "Out Of This World" lead PRESS: Ross Associates BR 9-5906

PHIL HANNA "Once Upon A Tune" TV show - PRESS: Sid Ascher LO 5-6396

RICHARD HAYES - AGT: Freddie Fields MCA

IVORY JOE HUNTER recording singer-pianist AGT: Oscar Cohen PL 9-4600

BURL IVES - AGT: John Dugan PL 9-7500

HELEN JEPSON - PRESS: Hope Associates PL 5-3100

STUBBY KAYE current "Guys And Dolls" - AGT: Dave Fox CI 6-1430

RICHARD KILEY Columbia Pictures actor avail TV - AGT: Stephen Draper JU 6-4180

LISA KIRK - PRESS: Buddy Basch MU 7-8351

DANNY LEWIS comedian (father of Jerry Lewis) avail TV - AGT: Freddie Fields MCA PL 9-7500

ALINE MacMAHON - AGT: Lee Wallace & Robert Mayberry PL 3-1862

ZERO MOSTEL - PRESS: Ivan Black PL 5-4760

NARIDA Spanish dancer - MGR: Paula Dugart MU 9-3100

SUSAN REED - MGR: Isadora Bennett PL 7-7447

DONALD RICHARDS - PRESS: Bayne-Zussman PL 3-5755

EDDIE "ROCHESTER" ANDERSON - AGT: Harry Romm PL 9-7500

LILI ST. CYR - AGT: Miles Ingalls JU 6-3000

PHIL SILVERS - AGT: John Dugan PL 9-7500

ROY SMECK "Wizard Of The Strings" - AGT: Oscar Cohen PL 9-4600

YMA SUMAC current "Flahooley" - AGT: Hilly Elkins, Wm Morris JU 6-5100

CORNEL WILDE - AGT: Charles Abramson CI 7-6200

LORETTA YOUNG - AGT: Joe McGee JU 6-5100

ROBERT YOUNG - PRESS: Howard Weissman PL 7-0461

AL EAST - HOME/AWAY CROSS GAMES

[illegible]

AL WEST

[illegible]

NL EAST

[illegible]

NL WEST

[illegible]

IN THIS BOOK:

[illegible]

- continued from 1

SPONSOR - ON THE TV BUDGET

"....How can an advertiser spend $2,300,000 in one medium & be happy? How does this medium compare with the other ways of using advertising dollars? We do use all media (illustrated by a chart). Studio One represents 11.6% of our total ad budget. This is not the full cost of the show because we in the appliance division pay a little less than 50% of the show, with the balance being paid for by our TV Division and the company's general advertising budget." (the chart showed 53.4% of the total ad budget, of which the 11.6% for TV is a part, for consumer advertising.....37.0% for retailer advertising to the consumer.....3.8% for advertising to the retailer.....1.4% for distributor advertising to the retailer.....& 1.9% for company advertising to the distributor.)

Included in the $2,300,000 annual TV budget are not only time & talent, but $75,000 for newspaper advertising & $50,000 for dealer promotions, with additional monies for publicity through Murray Martin. We found out early in our experience that having the TV show alone was not enough.....we had to do a complete merchandising job on the show to make sure that we got full value out of the investment."

SPONSOR - ON THE TV AUDIENCE

Rating services show that Studio One reaches approximately 9 million people every week. It takes a top Hollywood film a whole year to play to 6 million. If "South Pacific" were to play to 9 million people on Broadway, it would have to play to packed house for almost 17 years. As an advertiser, Westinghouse also feels good because at least one rating service has rated Studio One in the top ten for 9 of the past 12 months. From a prestige standpoint, the sponsor is happy with the 15 awards and selections from a variety of sources...all of which adds up to reaching a lot of people with a very fine show.

SPONSOR - ON COST PER 1000

"Is it costing us too much money to get this job done?.....taking the total budget of $2,300,000 - with 53 shows this year, we find the cost per show is $43,400. Since there are 3 commercials per show, each on a different product, the cost per product commercial is $14,466. By dividing the 9 million audience into $14,466 you come up with a figure of $1.60 per thousand.

"At this price we find ourselves right in the customers' own home, with their undivided attention, and we are demonstrating our product....husband & wife are together, under the most favorable conditions, where the buying decisions are made.... recognizing that there is room for argument on the cost($1.60), let's say that 50% of our audience thought the commercial was a fine time to leave the room to see if the kids are asleep or to mix a fresh drink, or maybe to see if the lights have been left on in the bathroom. So we double the rate and find that we're paying $3.20 per 1000.... going even further by reducing the 2.7 persons per television set to the one checkbook that spends $300 for an appliance, we can multiply by three, and we come up with a cost of $4.80 per thousand, for a perfect sales story and an actual product demonstration right in the customer's own home....our TV show pays off at a low cost per thousand, any way you slice it." (actually, a chart disclosed by Baird showed TV to be a better buy today at $2,300,000 than two years ago at $400,000, with a unit drop of from 10 to 4 on the chart).

SPONSOR - ON PROGRAM CONTENT

Although a fine show reflects well upon the sponsor, a McCann-Erickson survey showed that the mood established by a play may upset or disturb the audience, and lessen their welcome of the Betty Furness product demonstrations, they do not transfer any dislike of character or characters to the sponsor. A sales job can be done.

SPONSOR - ON TV SALES RESULTS

"...we can actually trace a lot of sales directly to the show." A flood of correspondence illustrates this point: distributor, San Antonio - approximately 20 sales directly attributed to a Betty Furnish demonstration of the Westinghouse Frost-Free refrigerator...at $400 per; dealer East Stroudsburg, Pa - this live demonstration on "Studio One" makes it easier for us to sell, because the people are half-sold before they come in...all we have to do is refresh their memories...we no longer get 'cold' prospects; dealer Garland, Texas - a customer phoned and placed his order for a refrigerator & didn't bother to come down and look it over; dealer Buffalo - I don't even have to see the show every week to know what the commercials are. Once I missed the show; the next morning I had 2 calls for electric sheets, by the end of the week had sold eleven; fan mail - all types of comments, all types of evidence attesting to the sales effectiveness and prestige value of the show...."If you see us walking around with a sort of silly grin on our faces -- and all happy about spending $2,300,000 you will understand the reasons why."

Other evidence --- the Chicago reaction to a Betty Furness pitch on electric fans...too high at $70 to be an impulse item. And yet 872 of 900 Mobilaire Fans stocked in the city were sold within one week...more than $60,000 worth of business.

SPONSOR - ON TV GENERALLY

"With all its trials and tribulations, we love the medium. Competition in TV is getting tougher all the time. What was good enough last year isn't good enough today. It calls for constant effort to keep doing all parts of the job better all the time.

"It's a great advertising experience.....with a good show -- supported by newspaper advertising and publicity that promotes the show, and a merchandising program with our dealers, we feel pretty happy about the whole thing.

"We have no corner on talent -- networks and agencies are doing similar jobs for lots of other people.

"We like television as an advertising medium for one very simple reason: We have never spent an advertising dollar that caused so much conversation or brought so many direct and spectacular results, in every direction, as the dollars we are spending on television today."

MEMOS TO SUBSCRIBERS

Subscribers who have not as yet returned their credits on programs both current and since 1949, are urged to do so before the end of this week.

Our May monthly issue - out next week - will carry credits and details on every current program.

Our June monthly issue will have a complete list of credits - by name - for writers, directors, producers, designers, musicians, performers who were part of a regular cast, announcers, etc. since 1949.

Advertising space in either of these issues is still available.

WE ARE MAILING YEARLY SUBSCRIPTION RENEWAL FORMS this week. Several plans are offered, with various savings. A prospectus of the next year's service will be included. Look for them, and kindly indicate reaction as soon as possible.

Ross Reports

ON TELEVISION PROGRAMMING

pyright 1951 — by WALLACE A. ROSS · 551 FIFTH AVENUE, N. Y. 17, N. Y. · MUrray Hill 2-5910

PUBLISHER - Wallace A. Ross VOL. 3 NO. 4 MAY 27-JUNE 2, 1951
EDITOR - Robert Cinader SUPPLEMENT D

SIGNIFICANT WEEK MARKED BY ABC-UPT MERGER;

WOR "TV SQUARE", DuMONT PRO GRID BUY, GEN FOODS CANCELLATIONS ALSO FIGURE

Cantor, Skelton Sign - Color Decision Due - Berle Marathon

.....

ABC-UNITED PARAMOUNT THEATERS merger, which still has to be ratified by stockholders & approved by the FCC, put an end to the myriad rumors surrounding the future of the country's "3rd network", which Edward J. Noble purchased in July 1943 for $8 million. Reported purchase price being asked recently was $28 million but the actual merger will be accomplished by an exchange of United Paramount Theaters Inc. preferred and common stock for the outstanding common stock of ABC. The resulting company will be known as "American Broadcasting-Paramount Theaters, Inc", with a Board of Directors numbering 18 and including Noble, Robert E. Kintner, Earl E. Anderson, Robert H. Hinckley & Owen D. Young of ABC, as well as 13 present members of the UPT Board. Kintner will serve as president of the ABC division, while Leonard H. Goldenson will be president of the "American Broadcasting-Paramount Theaters, Inc." Noble will be elected Chairman of the Finance Committee; Robert H. O'Brien will be Executive VP of the Radio & TV Division; & Robert M. Weitman, who has long been closely associated with the activities of NYC's Paramount Theater, will be a VP also, in charge of program and talent development in both radio & TV. CBS will get WBKB Chicago for some $6 million.

WOR "TELEVISION SQUARE" SET FOR JAN 1 - A two-story structure occupying the block between 67th & 68th Streets & Columbus Avenue & Broadway in NYC will be ready for occupancy by WOR-TV next January, the first to be constructed exclusively for TV. The station, obviously thinking ahead to a Mutual TV network center, will surrender its leases on space in the New Amsterdam Roof Theater & the ABC 66th Street TV Center. Construction has already started on the building, which will house 3 studios, 5 rehearsal rooms, storage space for sets & other essentials.

DuMONT PAYS REPORTED $475,000 FOR PRO GRID RIGHTS - Exclusive TV rights for 1951-55 Nat'l Pro Football League games were acquired in a deal announced by DuMont's Tom Gallery & NFL's Bert Bell last week. Money will be placed in the league's player pool.

GENERAL FOODS CANCELS GOLDBERGS & ALDRICH FAMILY - After dropping "The Goldbergs" on radio last year, General Foods(Y&R) last week cancelled the TV version and both the AM & TV editions of "Aldrich Family". Motives are not completely understood at this time, but "Aldrich" has reportedly already been picked up Campbell's Soups, which has dropped its NBC "Henry Morgan Show". GF is retaining both TV time slots, with Phil Baker in for "Goldbergs" this summer.

OTHER ITEMS - Eddie Cantor, Red Skelton & Abbott & Costello all have signed NBC contracts, with Red going in the 10pm Sunday time for P&G....FCC color decision due Monday....Berle, still on NBC-TV, set for 3rd Cancer marathon June 9th.

Tue(29) - NBC(Ch4) -- 12M-1:30am; HIGHLIGHT; Red Cross Pint Parade; from Center Theater via WNBT to all nets & WOR; all-star revue to encourage blood donations for the Armed Forces; Producer - Marlo Lewis; NBC Production Supervisor - Danny Dare; Director - Warren Jacober; guests will include Perry Como, Frank Sinatra, Victor Borge, Gloria Swanson, Frankie Laine, Sam Levenson, Milton Berle, Jose Ferrer, Laraine Day, Tex & Jinx McCrary, Steve Allen

11-12M Tue,Thu,Fri; DEBUT; Broadway Open House -- with Jack E. Leonard; from WNBT to the net; Sponsor - Anchor-Hocking Glass; Agency - William H. Weintraub; Producer - Ray Buffum NBC; Dir - Jac Hein NBC; Assoc Prod - Cal Howard NBC; Writers - Jack Douglas, Henry Taylor, Marty Roth, Al Sproul; regualr cast will consist of Dagmar, Ray Malone, Eileen Barton, Buddy Greco, Frank Gallop, the Kirby Stone Quintet; Leonard will star & MC on Tue& Fri shows with guest MCs taking over the Thu spots.

Wed(30) - DuM(Ch5) -- 9-9:30pm; DEBUT; Down You Go; from WGN-TV Chicago to the net; new quiz panel show with a permanent panel of four plus guests; Moderator - Dr Bergen Evans(author & professor at Northwestern).

WOR(Ch9) -- 3:30-5:30pm; HIGHLIGHT; Buster Crabbe's Wild West Show; full-scale outdoor rodeo from Buster Crabbe's Silver Saddle Ranch near North Branch Station, New Jersey; Sponsor - Chuckles Candy; Agency - Henri, Hurst & McDonald(Chicago); Producers - Buster Crabbe & Bob Bundy; Director - Mende Brown WOR; Commentary - Buster Crabbe.

Thu(31) - ABC(Ch7) -- 7:15-7:30pm; DEBUT; Daydreaming With Laraine; WJZ-TV only; new sports interview show with Laraine Day; Producer - Ward Byron ABC; Director - Eddie Nugent ABC; this show is in addition to the Laraine Day Show seen Sat 1-1:30pm on ABC.

Sat(2) - ABC(Ch7) -- 11:30-12N; DEBUT; A Date With Judy; from WJZ-TV to the net; TV version of the radio situation comedy series; Sponsor - McKesson & Robbins(for Calox, Tartan, Tawn, Yodora, Bexel); Agency - J.D. Tarcher & Ellington; Packager - Ted Ashley; Prod-Writer - Aileen Leslie; Director - Morton Offner; permanent cast includes Pat Crowley(Judy), Judson Rees(Randolph), Jimmie Sommer(Oogie), Anna Lee(Mrs Graves), Gene O'Donnell(Mr Graves).

LAST WEEK'S CHANGES

ABC - Queens Of America; Sat 9-11pm; from WENR-TV Chicago to the net; presentation of the home games of the Queens Of America of the National Women's Professional Baseball League; series is sustaining & will run for 9 weeks; Debuted May 26.

DuM - Plainclothesman; Wed 9:30-10pm; show departed after performance on May 23; will return under new sponsor on June 24 Sun 9:30-10pm; new sponsor to be announced; old Sponsor - Consolidated Cigar; Agency - Erwin, Wasey; Packager - Transamerican; Producer - John L. Clark, Trans; Director - Bill Marceau DuM.

Famous Jury Trials; Wed 9-9:30pm; show departed after performance on May 23; Packager - Transamerican; Producer - John L. Clark; Director - Sean Dillon, Trans; Sponsor(who departed two weeks ago) - Italian Swiss Colony Wine; Agency-Honig & Cooper(San Francisco).

TUE(30) - WBC(CH4) -- 12M-1:10am; FEATURE; Sad Cowgirls Never Forgive, from Center Theatre via WBC to all nets & WNJ; multi-part series to announce blood donations for the Armed Forces; Producer - Harry Levin; WBC Production Supervisor - Harry Dorn; Directors - Werner Hardner; cast will include Terry Lees, Frank Blakely, Victor Borge, Doris Dodson, Francis Lane, Sam Levenson, Milton Berle, Jane Morris, Lorraine Day, Joe & Alex McCarty, Alvin Allen

11-12M Tue,Thu,Fri; DRAMA; Broadway Open Houses - with Ted W. Lawrence; from WBC to the net; Sponsor - Anchor-Hocking Glass; Agency - William H. Weintraub; Producer - Ray Burton DRC; Dir - Joe Klein DRC; Music Prod - Col Howard JR; Writers - Jack Douglas, Nancy Taylor, Mary Ann, al Sirvul; regular cast will consist of Dagny, Ray Malone, Tilsen Berman, Sally Dowe, Frank Gallon, the Kirby Stone Quintet; Lawrence will also be MC on Tues Fri shows with guest MC's taking over the Thu spots.

Wed(30) - DRA(CH5) -- 9-9:30am; DRAMA; Town Tom Co; from WBC-TV Chicago to the net; new girls panel show with a personality, model of Tom and guests; Moderator - Jo Ann Tom Tomlin(author & professor of Northwestern).

WOR(CH9) -- 3:30-4:30pm; DISCUSSION; Master Chorus's 41st Year Concert; full-scale outdoor radio from Shakespeare Festival's Delacorte Theatre near North French entrance, New Jersey; Sponsor - Chevrolet Dealer Agency - Bingo, Bond & Schmelzle(Chicago); Producers - Esther Cohen & Bob Kelly; Director - Moore Jones WOR; Commentary - Baxter Cowles.

Tue(31) - ABC(CH7) -- 1:15-7:30pm; DRAMA; Dynamite with Lorraine; WJZ-TV only; not sports; interview show with Lorraine Day; Producer - Mark Byron ABC; Director - Julie Nunes ABC; Lorraine Day is in activities as the Lorraine Day Show even not I-11 pm on ABC.

Sat(1) - ABC(CH7) -- 11:30-12M; DRAMA; A Day in Court; from WJZ-TV to the net; TV version of the radio adaptation cases; Producer - Richard Bishop & Robinson(for Cole), Jerome Robins, Robert Kelly; Director - Jack Fletcher & Elliot Hoh, Produced - The Ashley Famous; Director - Dick Dorsey; Director - Norman Gottar; cast includes Jack Dowley(judge), Judson Laire(bailiff), Hardy Krueger(Cole), Anne Lee(Jane Deere), Dana Elcar(Lawyer Deere).

LAST WEEK'S CHANGES

Sat - Queens of America; Set 9-11pm; from WBC-TV Chicago to the net; presentation of the June queen of the Queens Of America of the National Women's Professional Baseball Leagues; series is mid-January & will run 17 weeks; Executive Dir - [illegible]

Sun - Fishing Tales; and 9:30-10am; show imported after performance on Sat, 26; return until new sponsor on June 24 from 9:30-10am; new sponsor to be announced; old Sponsor - Consolidated Cigar; Agency - Trefil, Wahey, Producer - [illegible]; Producer - John L. Platt, Tenn; Director - Bill Harrison WAL.

Tues Late Trials; Wed 9-9:30am; show imported after performance on Mar 28; Sponsor - Independent Producer - John L. Platt; Producer - Sam Cullen, Director; Sponsor(with departed two weeks ago) - Italian Swiss Colony Wine; Producer - Hollis & Cooper(San Francisco).

PROGRAM	NET TIME	GUESTS
	(D - Dancer; C - Comic; S - Singer; M - Musician)	
	FRIDAY MAY 25	
Eloise Salutes	DuM 11pm	Anthony Beauchamp(photographer)
Hands Of Destiny	DuM 9pm	Dead Men Tell Tales; with Kitty Cosgriff, Joy Reese, Ben Yaffe, Guy Tano
Washington Report	DuM 7:45	Michael Di Salle
We The People	NBC 8:30	Babe Didrickson

**** Other shows on this date were listed in last week's issue.

	SATURDAY MAY 26	
Frank Sinatra	CBS 9pm	J. Carrol Naish, Phil Foster
Jack Carter	NBC 8pm	Ben Blue, Florence Desmond(C)
Ken Murray	CBS 8pm	Robert Q. Lewis, Art Lund, Trini Reyes(D), Johnny Desmond, Mr & Mrs Arthur Murray, Jack O'Brian
Laraine Day	ABC 1pm	Mrs Robert Vogeler, David Street, Mary Beth Hughes, Charlton Heston, Lydia Carr
Sam Levenson	CBS 7pm	Dorothy Kilgallen & her daughter Vicki
Sheilah Graham	NBC 11:15pm	Claire Trevor
Yr Show Of Shows	NBC 9pm	Laraine Day
	SUNDAY MAY 27	
Bigelow Theater	CBS 6pm	A New Year For Margaret; with Wanda Hendrix, Barbara Whiting, Selmer Jackson, Bill Campbell, Charlie Smith, Dawn Busbey, Eddie Firestone
Celebrity Time	CBS 10pm	Jarmilla Novotna, Eugene List(M)
Comedy Time	NBC 8pm	Eddie Cantor, Charlie Cantor, Joel Gray(D,C), Connie Haines(S), Herbert Coleman, Lou Wills Jr(D)
Lamp Unto My Feet	CBS 4:30	The Lost Sheep - by Allan Sloane; with Mary Welsh, Jay Barney, Frank Tweddell, Billy Janes, John Glendinning
Leave It To..Girls	NBC 7pm	Art Ford, Maggie Hayes, Vanessa Brown
Philco Playhouse	NBC 9pm	Rescue; adapted by David Shaw from news dispatches by William Burke Miller; with Sandy Campbell, Elliott Sullivan, John Randolph, James Westerfield, Dan Morgan, Philip Kenneally, Wendell Phillips, Pier Mapes, Sandy Kenyon, John Drew Devereaux, David Shustak, Tommy Baxter, Gil Donaldson
Paul Whiteman	ABC 7pm	Lina Romay
Fred Waring	CBS 9pm	Victor Borge

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SUNDAY MAY 27(Continued)

Rocky King	DuM 9pm	Murder On The Dotted Line - by Clinton Spooner & Ruth L. Baer; with Raymond Bramley, Stephen Elliott, Charles Mendrick, Margaret Stewart
Showtime, USA	ABC 7:30	Juanita Hall, Betty & Jane Kean; Brian Aherne & Viola Roache in a scene from The Importance of Being Ernest
This Is Show Biz	CBS 7:30	Vivian Blaine, Hal Block, Herb Shriner, Dorothy Keller(D), John Raitt(S)
Toast Of The Town	CBS 8pm	Russell Nype, Jane Morgan, Kirkwood & Goodman, Pinky Lee, Gino Bechi(S), Bunny Briggs(D), Anita Arros(M)

MONDAY MAY 28

Arthur Murray	ABC 9pm	Garry Morton, Harrison & Fisher(D)
At Home	CBS 11pm	Carol Bruce
Fashion Magic	CBS 3:30	Vinni de Campo, Larry Aldrich(designer)
Faye Emerson	ABC 7:15	Temple Fielding(Director of the Overseas Press Club)
Footlights	NBC 11:45am	Nancy Carroll, Patricia Kirkland
Garry Moore	CBS 1:30	Stephen Potter(author)
Hwood Screen Test	ABC 7:30	Robert Sterling; Shirley Talbott & Pernell Roberts
Kate Smith	NBC 4pm	Sharon Porter & Lionel Davis(S,D), the Marvellos(C,M)
Lights Out	NBC 9pm	The Pattern - by Ira Levin; with John Forsythe, June Dayton, David Lewis, Rita Gam, Chris Gampel, Rex Williams
Lux Video Thtr	CBS 8pm	Sweet Sorrow - by John Whedon; with Sarah Churchill, Jeffrey Lynn, Katherine Meskill, Phillippa Bevans, Anne Ives, Gage Clark, Mike Kellin, Seth Arnold, Michael Wager, Andrew Duggin, Phoebe MacKay, Elizabeth Ross, Maida Reade, Jane Sutherland
Not For Publ.	DuM 7:45	The Good Citizen - by R.N. Brant; with Barbara Joyce, Brandon Peters
Somerset Maugham	NBC 9:30	Cakes & Ale; adapted by De Witt Bodeen; with June Havoc, Frank Sundstrom, Fred Tozere, Earl Hammond, Gordon Dillworth
Studio One	CBS 10pm	Here Is My Life - by Rita Weiman; adapted by Henry Meyer; with Gene Lockhart, Vivienne Segal, Judson Laire, Darren McGavin, Carroll Howe, Barbara Ames, Lotte Stavisky, James Noble, Fay Sappington, Roy Johnson, George Forrest
Steve Allen	CBS 12N	Teddy Wilson, Dorothy Keller(D), Betty Jane Watson(S), Jerry Austin(S)
Talent Scouts	CBS 8:30	Carlos & Rosita(S), Raymond Smolover(S), Whitey Carson(S), Eileen Todd(S)
Vanity Fair	CBS 2:45	James Michener, Susan Reed, Fred Benham(Director of the Circus Saints & Sinners)
Voice of Firestone	NBC 8:30	Eleanor Steber

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[illegible], USA	ABC 7:30	[illegible] Hill, Billy [illegible], [illegible] Ahrens & [illegible] [illegible] in a house from the [illegible] of Billy [illegible]
Life is Short But Sweet	CBS 7:30	William Asline, Bill Black, Bob Bolkom, Dorothy Collier(D), John Kalish(G)
Night of the Twelve	CBS	Russell Arms, Jane Morgan, Elsewood & Bodman, Frank Lee, Gene Merritt(E), Sandy Smith(D), Anita Gravel(E)

MONTHLY MAY 26

Action Hunter	ABC 3pm	Gary Morton, Barbara & Fisher(D)
At Home	CBS 11am	Carol Bris
Feeling Free	CBS 3:30	Tinet de Camp, Larry Alexander(director)
Jai Tenrow	ABC 4:45	Couple Flirting/Director of the Overseas Press Club
Intelligence	ABC 11:45am	Nancy Carroll, Patricia Kirkland
Jerry Mayer	CBS 4:30	Stephen Potter(author)
Good Morning Tom	ABC 7:30	Robert Sheffield; Philip Talbot & Russell Brown
Date Night	ABC 8pm	Donna Porter & Lionel Davis(E,D), Ed Morrisine(C,E)
Inside Out	8:30 2pm	The Pattern - by Jim Levin; with John Forsythe, Jane Farrar, David Lewis, Ann Cox, Chris Cooper, Ed Villiams
Our Video Film	CBS 8pm	Great Source - by John Vaughn; with Hugh Churchill, Jeffrey Lynn, Katherine Meredith, Phillips Stevens, Anne Ives, Paul Clark, Mike Kellin, Seth Arnold, Michael Baker, Helen Duggan, Phoebe Mackay, Elizabeth Ross, Nina Lewis, Jane Schwerdane
Not For Publ.	DUM 7:45	The Good Citizen - by E.A. Brown; with Barbara Joyce, Marion Brown
Concert Theatre	NBC 8:30	Palmo & Alto; adapted by Jo Vita Gelman, with Jane Burns, Frank Cunningham, Fred Tyler, Earl Hammond, Jordan Hillcrest
Single Che	CBS 10pm	Here Is My Life - by Bliss Milman; adapted by Bert Moser; with Cora Cadiere, Vivienne Segal, Jackson Kelly, Terrence McGavin, Gerald Jones, Barbara Jean, Lois Gastley, Jane Miller, Kay Hopkinson, Roy Johnson, George Torrence
Steve Allen	CBS 12am	Judy Wilson, Dorothy Kollow(D), Betty Jane Grant(D), Jerry Austin(E)
Island Goods	CBS 8:30	Orrin & Poulin(E), Jacqual Gualover(D), Walter Gorman(D), Tilmon Todd(E)
Daily Fair	CBS 2:30	Jane Alderson, Susan Ford, Fred Bonner(director of the Circus Saints & Sinners)
Voice of Freedom	ABC 8:30	Eleanor Drake

TUESDAY MAY 29

Armstrong Theater	NBC 9:30	Over The Fence - by Anne Howard Bailey; with Dick Foran, Barbara Britton, Nydia Westman, Doro Merande
Caval of Bands	DuM 10pm	Xavier Cugat & orch, Joey Bishop(C), Maurice Rocco(M)
Danger	CBS 10pm	The Trumpet Of Doom - by Peggy Phillips; with Maria Riva Bobby Sherwood, Teddy Wilson, Joe Anthony, Harry Davis, Jim Nolan, Albert Allen, Baruch Lumet
Footlights	NBC 11:45am	Russell Nype
Fireside Theater	NBC 9pm	Man Without A Country - by Edward Everett Hale; adapted by Mark Kearney & Frank Wisbar; with John Warburton, June Lang, Reginald Sheffield, Ralph Byrd, Russell Hicks, Everett Glass, Leonard Mudie, William Pullen, Lester Matthews, Tudor Owen, Maurice Marsac, Stephen Roberts, Jimmy Dodd, Art Millan (reprise)
Garry Moore	CBS 1:30	Phil Foster(C)
Kate Smith	NBC 4pm	Peggy Taylor Trio(D), Bernie Mann & orch, Harris & Radcliffe(S,C)
Little Show	NBC 7:30	Sue Bennett(S)
Margaret Arlen	CBS 1pm	Haila Stoddard
Steve Allen	CBS 12N	George Kirby(mimic), Fontane Sisters
Suspense	CBS 9:30	Vamp Till Dead - by John M. Hayes & E. Jack Newman; adapted by Max Ehrlich; with Mary Sinclair, John Emory, Lawrence Fletcher, Phyllis Povah, Robert Horton
Texaco Star Thtr	NBC 8pm	Eddie Cantor, Vivian della Chiesa, Carlos Ramirez, Harold & Lola(D), Beatrice Kraft(D), Frank Gallup
Vaughn Monroe	CBS 9pm	Johnny Conrad(D), Tommy Wonder & Margaret Banks(D), Boliana Ivanko Four(acrobats)

WEDNESDAY MAY 30

Bert Parks	NBC 3:30	Charles Atlas
Charlie Wild	CBS 9pm	The Case Of The Crying Boy - by Shirl Hendryx; with Jackie Scholle, Alfreda Wallace, Anne Shaw, Stewart Bradley, James Bender
Footlights	NBC 11:45am	Igor Cassini
Four Star Revue	NBC 8pm	Ed Wynn MC, Jack Carter, Teresa Brewer, Romo Vincent, Jack Gilford, Paul Steffan Dancers, Five Machinos(acro.)
Kate Smith	NBC 4pm	Mary Raye & Naldi(D), Benny Fields
Kreisler's Bandstnd	ABC 8:30	Jan Garber & orch, Georgia Gibbs(S), Hal LeRoy(D)
Kraft Theater	NBC 9pm	Ben Franklin - by Louis Evans Shipman; adapted by R. Howard Lindsay; with Jocelyn Brando, Robert Emhardt, Ralph Clanton, Lili Darvas, Robert Duke, Phil Carlyle, Robert Chisholm, Robert McQuade, Dehl Berti, Olga Baclanova, Kermit Murdock, Erik Rhodes

TUESDAY MAY 20

Great Performance TSC 9:30 [illegible] - by Anne Howard Bailey; with Dick Foran, [illegible], Phyllis Coghlan, Ann Morriss

Queen of Spade Sat Late [illegible] Count a zero, Joy Sidney(C), Angela Todd(M)

Cavalcade TSC 8:00 The Triumph of Hope - by Peggy Phillipps; with Marie Ney, [illegible] Glenwood, Cecil Wilson, Jon Whitney, Harry Davis, [illegible], Robert Allen, Sarah Lewis

Crossfire TSC 11:45am Noonell Ryan

Lowell Thomas TSC 9pm Man Without a Country - by Edward Everett Hale; adapted by Frank Dunning & Frank Wisbey; with John Martyrdale, [illegible], Reginald Sheffield, Ralph Byrd, Howell Hicks, Warren Hull, Lorenzo Smith, William Fallon, Larry Matthews, Judson [illegible], Bernard Zanville, Jimmy Cole, Art Millan (reports)

Sports Movie TSC 11:30 Hall's Mother(C)

Eye Witness TSC 9pm Penny Singleton Twin(D), Elwood Ross & Arch, Bernie & Rollick(G,C)

Little Show WSC 7:30 Sue Fenton(C)

Emergency Action TSC 1am [illegible]

Live Line TSC 1am [illegible]

Suspense TSC 9:30 Long Hill Road - by John R. Bryan & T. Jack Newman; directed by Ann Crichton, with Mary Elizabeth, John Shaw, Lawrence Fletcher, Phyllis Povah, Robert Bruce

Lassie Star Time TSC 9pm Hall, Gordon, Vivian Della Chiesa, Jerome Hardies, Bernie & Lola(C), Beatrice Kraft(D), Frank Gallop

Hands Across TSC 9pm Johnny Coupe(C), Tommy Dorsey & Margaret Brewster, Sullivan Ivanko Pantzerbeta

WEDNESDAY MAY 21

Bob Crosby WSC 3:30 Charlie Ayres

Cavalcade TSC 9pm The Case of Two Crying Men - by Sidney Howard; with Jackie Searl, Alfred Corn, Kathryn, Anne Shaw, Jeanne Crain, Jason Robards

Lowell Thomas WSC 11:45pm Igor Gouzenko

Home Sweet Home TSC 8pm Ed Wynn Mr. Mack Carter, Verne Tanner, Jane Vincent, Jack Gilford, Paul Stratton Orchestra, Irve Kahanna(Conc)

Dick Haymes TSC 9pm Mary Ann & Ralph(D), Henry Russell

Charlie's Bandwagon 8:30 Jim Carter & cast, Dorothy Kirsten(B), Bob Lewis(D)

Cross Village WSC 8pm Ice Fireplace - by Jack Frank Gillespie; directed by R. Lawrence Lindsay; with Jo-Ann Sandin, Robert Emmett, Ralph Clanton, Lili Darvas, Robert Cain, Paul Curtis, Robert Chisholm, Robert McCombs, Paul Ward, Jane Eccleston, Lionel Barrymore, Kris Kamian

WEDNESDAY MAY 30(Continued)

Mohawk Showroom	NBC 7:30	Don Cherry
Perry Como	CBS 7:45	Rosemary Clooney(S)
Meet Yr Cover Girl	CBS 3:30	Henry Rosenfeld, Ruby Hill(S)
Vanity Fair	CBS 2:45	Judge Justine Wise Polier, Larry Brooks(S)
The Web	CBS 9:30	Cops Must Be Tough - by Thomas Walsh; adapted by Max Ehrlich; with JackLemmon, Paul Langton, Bernard Burke, Barbara Bolton, James Sheridan, Allen Nourse

THURSDAY MAY 31

Alan Young	CBS 9pm	Margaret Whiting, Mary Wickes
Big Town	CBS 9:30	Honeymoon Cottage - by Joseph Ruscoll & Charles Robinson; with Romney Brent, Adelaide Bean, June Walker, Raymond Van Sickle
Crime Photographer	CBS 10:30	The Third Bridegroom; with Helen Gillette, Marta Linden, Stephen Elliot, Peter Cookson, Cliff Hall, Don McClelland
Ellery Queen	DuM 9pm	The Happiness Club; with Mary Beth Hughes, Lea Penman, Bruce Gordon
Footlights	NBC 11:45am	Jane Wyatt
Ford Festival	NBC 9pm	Anne Shelton(S), Bert Wheeler
Garry Moore	CBS 1:30	Walter O'Keefe
Kate Smith	NBC 4pm	Richard Himber, Evelyn Tyner(M), Rita & Alan Farrell(D), David Poleri(S), Vera Bryner(S)
Lilli Palmer	CBS 7:15	Rex Harrison
Little Show	NBC 7:30	Sandra Deel
Margaret Arlen	CBS 1pm	Ralph Bunche
Martin Kane	NBC 10pm	Mercer McLeod, Mason Curry, Sherry Britton, Charlott Knight, Bertha Belmore
Starlight Theater	CBS 8pm	The Come-Back - by Eric Hatch; with Glenda Farrell, Melville Cooper, Nils Asther, Gregg Sherwood, Jack Albertson, Hope Miller, Peter Frye, Jean Stapleton
Stork Club	CBS 7:45	Robert Preston, Binnie Barnes, Yvonne Adair
T-Men In Action	NBC 8:30	The Case of the Wrinkled Buffalo - by Max Ehrlich; with Henry Jones, Joseph Fallon, Pauline Hahn, Julian Noa, Riza Royce, Alan Manson, Alfred Saxe, Terry Becker
Vanity Fair	CBS 2:45	Morton Downey, Sherman Billingsley, Ceil Chapman

FRIDAY JUNE 1

Big Story	NBC 9pm	Jason N. Rodards Jr, Jay Robert Breton, Michael Howard, Louis Sorin, John Marley, David Kerman

Caval of Stars	DuM 10pm	Mindy Carson, Billy Daniels
Eloise Salutes	DuM 11pm	Harold Blumberg(Brooks Costume)
Faye Emerson	ABC 7:15	Arthur Treacher
Footlights	NBC 11:45am	Vinton Freedley
Ford Theater	CBS 9pm	Three In A Room - by Walter Karig; adapted by George Oppenheimer; with Judith Evelyn, Howard Freeman, Louisa Horton, Pat Kirkland, Josephine Brown, Biff McGuire, James Shelton, Phoebe MacKay, Victor Cutrer
Hands Of Destiny	DuM 9pm	Martin Brandt, Patsy Bruder, Audra Lindley, Ethel Wilson, John Seymour
Kate Smith	NBC 4pm	Les Coutons(balancing act)
Man Against Crime	CBS 8:30	Isobel Elsom, Henry Lascoe, Maurice Manson, Frank Marth, Eugene Stuckman
Margaret Arlen	CBS 1pm	Munro Leaf(cartoonist)
Mohawk Showroom	NBC 7:30	Angel Mignonelli(ventriloquist)
Penthouse Party	ABC 8:30	Nancy Andrews, Marion Morgan, Pat O'Malley, Tony Bavaar
Pulitzer Playhse	ABC 9pm	Detour - by Owen Davis; adapted by Don Ettlinger; with Dorothy Gish, William Harrigan
Steve Allen	CBS 12N	Cliff Edwards
Star of the Family	CBS 10pm	Connie Haines, Allan Carney, the Jokers(C)
Twenty Questions	WOR 8pm	Don McNeill
Vanity Fair	CBS 2:45	Susan Reed
We The People	NBC 8:30	Senator Estes Kefauver

FUTURES

June 9 - NBC -- The Doodles Weaver Show; from WNBT to the net; 10-10:30pm; new comedy-variety show with Doodles Weaver as MC will debut this date as summer replacement for last half hour of Your Show Of Shows; Sponsor(10-10:15 segment) - Lehn & Fink; Agency - McCann-Erickson; Producer - Mort Werner; Director - Warren Jacober NBC; Writer - Fred Fox; cast includes Dick Dana, Peanuts Mann, Red Marshall, Lois Weaver, Milton DeLugg & his combo, Marian Colby.

June 10- CBS -- Final Round of the Palm Beach Round Robin Invitational Golf Tourney; from Wykagyl Country Club, New Rochelle, NY to the net via WCBS-TV; Sun 4-6pm; Sponsor(5-6pm) - Palm Beach Company; Agency - Ruthrauff & Ryan; Producer - Director - Judson Bailey CBS; competitors will include Bobby Locke, Cary Middlecoff, Jimmy Demaret, Lloyd Mangrum etc.

June 16 -CBS -- Faye Emerson's Wonderful Town; Sat 9-9:30pm from WCBS-TV to the net; Faye Emerson in a new format featuring a different city each week; with guest & films; Sponsor - Pepsi-Cola; Agency - Biow; Producer - Gil Fates;(Faye Emerson Show on ABC-TV will continue thru June 22).

Land of Lincoln	Sun 10pm	Andy Griffith, Milly Gentile
Lucky Lottery	Sun 11pm	Joseph Schildkraut(Jerome Cowan)
Face the Music	ABC 7:15	Arthur Godfrey
Revelation	ABC 11:30pm	Vanion Presiley
Fire Vigilantes	CBS 9pm	Adam in a Vise - by walter Bartin, adapted by George Copperthwaite; with Jerald Evelyn, Howard Freeman, Emile Gerton, Pat Einstein, Josephine Brown, Kitty Kelsey, Jamie Smalton, Joyce Bernard, Vicki Cotner
Roads of Destiny	Sun 7pm	Martin Gerant, Fred Gordon, Ann Lindley, Ethel Kilgore, John Seymour
Pan Smith	Fri 8pm	Ian Dickson(Annotting ex)
Go Lucky Drive	CBS 8:30	Isobel Elson, Jerry Lawson, Maurice Benson, Frank Morris, Jerome Stuccson
Vanguard Salon	CBS 1pm	Mozart Lent(Jerry Lewis)
Robert Donovan	ABC 7:30	Angel Mirandi(Robert Lipton)
Fabulous Forty	ABC 8:30	Jerry Andrews, Martin Brown, Pat O'Malley, Tony Sonda
Fabulous Fighter	ABC 9pm	Lecture - by Owen Davis; adapted by Don Williams; with Jeremy Gish, William Harrison
Green Lilac	CBS 10pm	Cliff Edwards
Week in the Family	CBS 11pm	Connie Dillon, Allan Carney, Lee Edwards
Tower Questions	NBC 8pm	Tom Kendall
Family Fair	CBS 8:45	James Ford
In the Jungle	NBC 9:30	Director Mason Edwards

FRIDAY

June 2 - NBC -- The Doublas Weaver Show; from WOAI in the pm; 10-10:30pm: Ann Jeffrey-Wesley show with Doublas Weaver as MC will drive this man as Bunny regulars for last half hour of 1pm Jam of Jam; Spoonerd(10-10:15 sharpe) - John & Jim; Hammy - Bunny-Jeffreys Produces - Jack Weaver; director - Warren Dowler MC; Writer - Fred Ice; music Indian-es Dick Gera, Thomas Mann, Joe Marshall, John Avery, Miriam Dalton & Nile Jones, Marian Cody.

June 10, CBS -- Power Hand of Ann B as Jewis Jones Great Invitational Cook Tournament; Fire Kitchen Cookery Study, New York(?). MC is the Sat the WOBGOT! Ann B-Jem; operator(?-Ope) - Pete Jones (Jenny) Jenny - Butterwurt & Jenny Jefferson - Lizzie-Liz - Indian Billy (BB) cooking will turn back Jenny Jones, Cory Kuhlscott, Jerry Dawson, Lloyd Bunton etc.

June 15 -CBS -- Fave Emerson's Wonderful Town; Sat 9-9:30pm from WOBGOT in the city; Faye Emerson in a new comedy Dentura; a different play each week; cast guest & Ziao: Sponsor - Tyant-Cola; Agency - Bow; Producer - Bill Tarse.(Fave Emerson show on ABC-TV will continue also June 20).

TALENT LOCATOR SERVICE

IN TOWN - POSSIBLE GUEST SHOTS

BRIAN AHERNE - AGT: Francis Head, Gibbs Agcy CO 5-7504

BARBARA BEL GEDDES current "The Moon Is Blue" - AGT: Miriam Howell MU 7-3797

AL BERNIE comedian - AGT: Francis Head

JOAN BLONDELL - CONTACT: Radio Registry PL 7-0700

BARBARA BRITTON film-TV actress - PRESS: Charles Dreyfus PL 3-6971

DAVID BROOKS "Brigadoon" singer - AGT: Al Grossman CI 5-8422

JOE E. BROWN here June 13 for "Courtin' Time" premiere - AGT: Bonnie Alden, Baum-Newborn BR 9-6377

JOSEPH BULOFF - AGT: Al Grossman

RICHARD CONTE - AGT: General Artists CI 7-7550

MELVILLE COOPER - AGT: Jack Lawrence JU 2-3885

GLORIA DE HAVEN - AGT: Charles Abramson Famous Artists CI 7-6200

HOWARD DUFF - CONTACT: Phil Gerard, U-I PL 9-8000

GLENDA FARRELL - CONTACT DIRECT: PL 9-4679

DICK FORAN - AGT: Jack Lawrence JU 2-3885

PRESTON FOSTER - film actor avail TV - AGT: Bonnie Alden, Baum-Newborn BR 9-6377

TOM GLAZER ballad singer avail TV - AGT: Francis Head CO 5-7504

HUGH HERBERT on coast but avail NY TV - AGT: Jack Lawrence JU 2-3885

ARTHUR & MORTON HAVEL comedy team - AGT: AGT: Al Grossman CI 5-8422

JUNE HAVOC - AGT: Joe McGee, Wm Morris JU 6-5100

LUBA KADISON Yiddish Art Theater actress avail English speaking roles - AGT: Al Grossman CI 5-8422

EVELYN KEYES - AGT: Charles Abramson Famous Artists CI 7-6200

ANNA LEE film-TV actress - PRESS: Charles Dreyfus PL 3-6971

JEFFREY LYNN - AGT: Priscilla Morgan Liebling-Wood VA 6-3714

(Continued next column)

IN TOWN cont.

JEANETTE MacDONALD & GENE RAYMOND - AGT: James Davidson CI 7-4737

THOMAS MITCHELL - AGT: Paul Radin, Sam Jaffee Agcy PL 9-6693

J. CARROLL NAISH - AGT: Paul Radin, Jaffee

BILL NORVAS & THE UPSTARTS - AGT: Jack Talan, MCA PL 9-7500

B. S. PULLY current "Guys And Dolls" - AGT: Bonnie Alden BR 9-6377

ROSALIND RUSSELL --AGT: Martin Goodman JU 6-1180

ROWENA ROLLINS "comedienne a la carte" back from Montreal club dates - AGT: Al Grossman CI 5-8422

CORNELIA OTIS SKINNER - AGT: Joe McGee, Wm Morris Agcy JU 6-5100

CESARE SIEPI Met Opera basso - CON: Eleanor French, Columbia Artists CI 7-6900

RISE STEVENS - PRESS: Muriel Francis PL 9-5600

THE 3 STOOGES - AGT: Harry Romm PL 9-7500

GENE TIERNEY - CONTACT: Dave Goulding, 20th-Century Fox CO 5-3320

JUNE VALLI singer current La Vie En Rose club - AGT: Leonard Green LU 2-1690

JIMMY WAKELY Western singer - MGR: Charles Wick MU 7-1746

BETTY JANE WATSON & JERRY AUSTEN - AGT: Bonnie Alden BR 9-6377

THE WEAVERS folk-singing group - AGT: Oscar Cohen, Assoc Booking PL 9-4600

NYDIA WESTMAN film-legit character actress AGT: Joe McGee JU 6-5100

PATRICIA WHEEL legit-TV actress - AGT: Francis Head, Gibbs CO 5-7504

BERT WHEELER - AGT: Jack Davies PL 7-1880

WIERE BROTHERS current James Melton TV show, avail outside TV - AGT: Jack Talan MCA PL 9-7500

"PEGLEG" BATES back from Europe this week AGT: Henry Guettel, Gale Agcy PL 7-7100

RALPH YOUNG singer from Latin Quarter show avail TV - AGT: Jack Talan

FLORIAN ZABACH swing violinist - AGT: Harry Anger, GAC CI 7-7550

LIBERTY LOCATION SERVICES

IN PAST - PRE-TRIP QUEST SHOTS

DALLAS AUDITOR - ADT: Pamela Neal, Dinky Auto, TX 3-1904

SUPERB ON CAMPUS covers "The Week In Review" - ADT: Michael Howell 10-17-5707

[illegible] - ADT: Brenda Neal

[illegible] - CONTACT: Maria Mahaney [illegible]

[illegible] film-TV actress - DRESS: Original Smoking IN 3-8071

[illegible] "Pigeonhole" player - ADT: Al Grossman CI 3-9460

[illegible] here June 13 for "Donald's Alive" premiere - ADT: Pamela Alden, Dress-Shopper IN 9-5271

[illegible] - ADT: Al Grossman

[illegible] - ADT: Charyel Walker, TX 7-1202

[illegible] - ADT: Jane Lawrence [illegible] 3-9000

[illegible] - ADT: Marlene Arrowsmith Theater Architect CI 7-[illegible]

[illegible] - CONTACT: Phil Lowery, D-X [illegible] 4-5800

[illegible] - CONTACT LOBBY: TX 9-4079

[illegible] - ADT: Jack Lawrence IN 6-[illegible]

[illegible] - film actor avail. TV - ADT: Pamela Alden, Dress-Shopper IN 9-5271

TOM GIBSON behind slipper avail. TV - ADT: Francis Mack CO 3-7294

TOM ROBERTS on check out avail. RT TV - ADT: Jack Lawrence IN 6-[illegible]

Author & Poetry Dept. weekly teen - ADT: Mary Al Grossman CI 3-[illegible]

[illegible] - ADT: Jane Evans, Co Author IN 6-[illegible]

LUNA AUDITOR Tuesday for Theater Actress avail Beauty Product Price - ADT: Al Grossman CI 3-[illegible]

POLLY BYRES - ADT: Charles Grossman Theatre Artists CI 7-[illegible]

[illegible] film-TV actress - DRESS: Theatre Dancing IN 5-[illegible]

[illegible] LAND - ADT: Pamela Alden Clothing-model TX 8-3[illegible]

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IN PAST cont.

[illegible] & CLEO RAMMOND - ADT: Jerome Invitation CI 7-4[illegible]

[illegible] - ADT: Paul Wells, Pre Auction Ably IN 5-[illegible]

[illegible] - ADT: Paul Twiny, Dafter

[illegible] - ADT: Gary [illegible] TX 7-[illegible]

[illegible] - ADT: Pamela Alden IN 3-8071

[illegible] - ADT: Harry Grossman [illegible] CI 6-1[illegible]

[illegible] "Ways and Means" - ADT: Pamela Alden IN 3-8071

[illegible] Dressing Room - ADT: Harry Grossman CI 3-[illegible]

[illegible] - ADT: Al Grossman

[illegible] - ADT: Charyel Walker, TX 7-[illegible]

[illegible] - ADT: Jane Lawrence [illegible] 3-9000

[illegible] - ADT: Marlene Arrowsmith Theater Architect CI 7-[illegible]

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[illegible] - ADT: Jane Evans, Co Author IN 6-[illegible]

LUNA AUDITOR Tuesday for Theater Actress avail Beauty Product Price - ADT: Al Grossman CI 3-[illegible]

POLLY BYRES - ADT: Charles Grossman Theatre Artists CI 7-[illegible]

[illegible] film-TV actress - DRESS: Theatre Dancing IN 5-[illegible]

[illegible] LAND - ADT: Pamela Alden Clothing-model TX 8-3[illegible]

(continued next column)

Ross Reports

ON TELEVISION PROGRAMMING

yright 1951 — by WALLACE A. ROSS · 551 FIFTH AVENUE, N. Y. 17, N. Y. · MUrray Hill 2-5910

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EDITOR - Robert Cinader SUPPLEMENT A

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Mon(4) - ABC(Ch7) -- 8-8:30pm; CHANGE; March of Time Thru The Years; WJZ-TV only; show moves to this new day & time from Fri 10-10:30pm; Sponsor - Chase National Bank; Agency - Hewitt, Ogilvy, Benson & Mather; Supervisor - Louis Ergmann HOB&M; Packager - March of Time; Commentary - John Daly; Film Editor - Dick Krolik MOT.

CBS(Ch2) -- 3:30-4pm Mon,Wed,Thu; CHANGE; Meet Your Cover Girl; from WCBS-TV to the net; show will be seen on Mon & Thu as well as Wed for 2 weeks; then it will be seen on Thu only in this same time; Producer - Stanley Poss CBS; MC - Robin Chandler; sustaining.

Tue(5) - CBS(Ch2) -- 3:30-4pm Tue & Fri; CHANGE; Fashion Magic; from WCBS-TV to the net; show will be seen on the above days thru Fri June 15; show will then move to Tue(3:30-4pm) & Sat(11-11:30am); old time was Mon & Fri 3:30-4pm; Sponsor - International Latex; Agency - Foote, Cone & Belding; Packager - Martin Goodman; Producer - Stanley Poss CBS; Director - Dan Levin CBS; MC - Arlene Francis.

10:30-11pm; DEBUT; Battle of the Boroughs; WCBS-TV only; TV version of the radio quiz show with teams representing the various NYC boroughs; Sponsor - Rubsam & Horrmann Brewing(for R & H Beer); Agency - Sullivan, Stauffer, Colwell & Bayles; Packager - Louis G. Cowan; Producer - Sherman Marks at Cowan; Director - Jon Fogel CBS; MC - Durward Kirby; Anncr - Ted Brown.

Fri(8) - ABC(Ch7) -- 10-10:30pm; CHANGE; The Jerry Colonna Show; WJZ-TV via kinescope from KECA-TV Hollywood; show which debuted May 28 Mon 8-8:30pm will be seen locally in this new time slot; Producer - Joe Bigelow; Director - Stuart Phelps; Sustaining in NYC; show will be fed to the net in the Mon 8-8:30pm slot while MOT Thru The Years is seen locally in NYC.

Sat(9) - ABC(Ch7) -- 6-6:30pm; CHANGE; Space Patrol; to WJZ-TV & the net via kinescope from KECA-TV Hollywood; show moves to this new time from Sun 4-4:30pm & picks up sponsor; Sponsor - Ralston Purina; Agency - Gardner; Producer - Mike Mosser; Director - Dik Darley; Writer - Norman Jolly; Cast includes Ed Kemmer, Lyn Osborn, Nina Bara.

NBC(Ch4) -- 12N - 10am Sun; HIGHLIGHT: Third Annual Telethon for the Damon Runyon Cancer Fund; from WNBT to the net; Milton Berle & guests; Producer - Irving Gray; Director - Bill Garden.

THIS WEEK -- DETAILS, EXCEPTIONS, CHANGES

SUN(1) - ABC(WKY) -- 6-8:45pm; CONCERT; Music, Fifties Pop; The Tokens (WCLV only) show
across to his new city & hit from the 10-hit(type) Sponsor -
Crane Wallpaper Bank, Agency - Ernst, Cooley, Berman & Berkey;
Producer - Jack Wagner Director; Manager - Mirro of Time;
Commercial - Jane Daly; Film Editor - Dick Fredlin WKY.

CBS(WUV) -- 11:15pm-Mon,Wed,Thur; CONCERT; Music Jazz Pop; From WVUE-TV
- the pub; show will be done on film & TVO is well as the
a studio; show is will be seen on TVO only in this case Director
Producer - Stanley Jon Dell Wr - Robin Chandler; Substituting.

SUN(1) - CBS(WUV) -- 3:30-4pm Tue & Fri; QUIZ(2); Sports Mixed; From WVUE-TV in the
city; show will be seen on the shows date Fri June 18; show
will then move to Tue(11-4pm) & Wed(11-12:30am) and then was
now a Fri (11:30-12pm) Sponsor - International Petrol; Agency - Ferris;
Gen & Building, Manager - Marin Goodman; Producer - Stanley
Jon CBS; Director - Don Lavin CBS; MC - Arlene Dwaniks.

SAT(2) - ABC(WUV) -- 10-10:30pm; DRAMA; Film of the Showtime - WVUE-TV only; TV
version of the radio soap also with Jason Robards; Sponsor
various; TVO Manager; Sponsor - Tolmes & Brownson Brewing(for
A & W Bevil) Agency - Stillman, Maurice, Cornell & Bayles;
Producer - Louis G. Cowan; Producer - Jerome Morse or Cowan;
Director - Jim Fuqua CBS; MC - Donald Kirby; Music - Pat Brown.

Tue(1) - ABC(WUV) -- 10-10:30pm; DRAMA; The Forty Pounds Show; WUV-TV via Videotape
from WDCA-TV Tuesday; show which aired Monday May 20 has 8-8:30pm
will be seen locally in this new time slot; Producer - The
Stanley Studios - Sponsor Foreign; Generation in Ohio show will
be fed on the 10- not in the 8-8:30pm slot which WUV then the
Times in seen locally in MTC.

SAT(2) - CBS(WUV) -- 6-6:30pm; COMEDY; Queen Bessie; is WUV-TV's the new via Videotape
from WDCA-TV Tuesday; show moves to this new time from 6-
6:30pm & slide up another Sponsor - Bailey Corine; Agency -
Gardner; Producer - Mike Mooney; Director - Jim Bailey; Writer -
Kenny Jolly; Cast Includes Jo Kenner, Joe Gavers, Mike Sam.

SUN(CBS) -- 1AM - 1:30am Sun; MOVIE(2); Film; Sexual Fairytale; for the Imam
Burgess Center Tues; from NOW to the next Million Birds & people;
Producer - Irving Cary; Director - Bill Gordon.

THIS WEEK(Continued)

Sat(9) - NBC(Ch4) -- 10-10:30pm; DEBUT; The Doodles Weaver Show; from WNBT to the net; comedy-variety show with Doodles Weaver as MC; Sponsor(10-10:15 segment) - Lehn & Fink; Agency - McCann-Erickson; Producer - Mort Werner; Director - Warren Jacober NBC; Writer - Fred Fox; Cast includes Dick Dana, Red Marshal, Peanuts Mann, Marian Colby, Milton DeLugg & his combo.

LAST WEEK'S CHANGES

ABC - Eva Gabor Show; show returned June 1 in the 8-8:15pm time slot after a 2 week hiatus; on June 29 show will move into the 7:15-7:30pm Fri time slot; WJZ-TV only; Packager - Hardie Freiberg; show is sustaining.

DuM - Shadow of the Cloak; new dramatic series which debuted May 30 Wed 9:30-10pm; from WABD to the net; Producer-Roger Gerry DuM; Director - David Lowe DuM; show stars Helmut Dantine as permanent lead; Sustaining.

Big Joe's Happiness Exchange; new interview show with Big Joe Rosenfield Jr & his wife Choo Choo; show debuted May 31 Thu 11-12M; WABD only; Sponsor - White Rock Sparkling Beverages; Agency - Kenyon & Eckhardt; Producer - Al Tennyson K&E; Director - Bill Seaman DuM; first guests W.C. Handy, Sidney Fields.

The Al Morgan Show; musical-variety show with Al Morgan returned May 31(Thu 8-8:30pm) from WGN-TV Chicago.

NBC - 7 At 11; new variety show which debuted May 28 (Mon & Wed 11-12M); from WNBT to the net; Producer - Hal Friedman NBC; Director - Dick Schneider NBC; show features Betty Lustre & Jack Stanton, dancers; Denise Lor; Milton DeLugg & his combo; Sid Gould, comic; George DeWitt, singer & comic; Herbie Faye, comic; show is sustaining & presently scheduled for five weeks.

Saturday Night Revue; from WNBT to the net Sat 8-10:30pm; Jack Carter Show(8-9) & Your Show of Shows(9-10:30pm) departed after performances on June 2; Show of Shows will return in September; return of Jack Carter Show not certain.

PIX - It Happened This Week; new news & newsreel type show which debuted June 2(Sat 8:30-9pm); Producer - Walter D. Engels, WPIX; Director - Lou Florence WPIX; Writer-Editor - Jack Martin WPIX; Commentary - John Tillman & Joe Bolton WPIX.

FUTURES

June 18 - CBS -- Westinghouse Summer Theater; Mon 10-11pm; from WCBS-TV to the net; 13 week dramatic series replacing Studio One for the summer; Sponsor-Westinghouse; Agency -McCann-Erickson; Exec Producer - Don Davis CBS; Producers - Jerry Danzig & Montgomery Ford CBS; Directors - Jack Donohue, Walter Hart, John Peyser CBS; Prod Supervisor - Robert Banker; series will reprise CBS dramatic shows.

NBC -- Cameo Theater; Mon 8-8:30pm; from WNBT to the net; 8 week summer replacement series of NBC's theater-in-the-round; Sponsor - Noxema; Agency - Sullivan, Stauffer, Colwell & Bayles; Producer - Albert McCleery NBC; Director - Not Set; Writer - Harry W. Junkin(all 8 shows will be from original scripts by Junkin.)

July 3 - NBC -- Fireside Arena Theater; Tue 9-9:30pm; from WNBT to the net; 8 week summer replacement series of "arena theater"; Sponsor - P&G(for Ivory Soap, Duz & Crisco); Agency - Compton; Producer-Director - Albert McCleery NBC; Script Editor - Ethel Frank NBC.

WBC, WBCN (continued)

Satin) - WBC(DM) -- 10-10:30pm; DMCT; The Dooling Weaver Show; from WBCN in the west; comedy-variety show with Dooling Weaver as MC; Guests(10-10:15 segment) - Lynn & Plum; Agency - Doremus-Eisenberg, Producer - Mark Warner; Director - Warner, Studios DEC; Writer - Fred Fox; Cues Included Dixie Dean, Joe Jerome, Dennis Dean, Andrew Dolby, Milton Berle & Ella Mae.

LATE NIGHT CHANGES

ABC - Ice Capades Show; show returned from 1 to the 8-9:30pm time slot after a 1 week hiatus; on week 21 show will move back into the 7:30-7:15pm Sat time slot; WFMY only; Partners - Marvin Productions; show is nonbidding.

DUM - Shadow of the Clown; new dramatic series which debuted May 30 was 9:30-10pm; from WGN to the west; Production-Tower Corp; Director - David Lane; show stars Robert Denise as personal (and) detective.

Jim Jim's Sunshine Kitchen, new interview show with Jim Bronfman in a kitchen setting; show debuted May 21 from 11-12N; WABC only; Agency - Ross Quadling Enterprises; Agency - Wunsch & Kimmel; producer - Al Gannon; WAB; Tower - Bill Hanson GM; Cities growing etc. Family, Shopping Center.

The Al Morgan Show; musical-variety show with Al Morgan returned May 31(9:30-10:30pm) from WCBS-TV Chicago.

DOC - I Am 11; new variety show which debuted May 21 (Mon & Wed 11-12N); Production was done; Producer - Bill Production (DM); Interior - Dick Schmeltzer WBC; show features Molly Lanter & Dick Shanahan, Secretary Denise Lee; Writers Edson & Ella Cordo, Cost, Jerry Jewell, Alvarez & Cooley; Merle Tyre, Charlie Jones is assisting & proving invaluable for this venture.

Saturday Night Dance, from WBT to the net Sat 9-11:30pm; Jack Cassin Dance(8-9) & Your Show of Shows(9-10:30pm) sponsored after performance on Jack Cassin; show of Shows will return in September; return of Jack Cassin Show not certain.

FIX - Is Sponsored This Time; new game & mystery type show which debuted Mon-Friday 3:30-4pm; Producer - Walker B. Gingle, WTIX; Director - Lou Fitzmaurice WTIX; Writer-Editor - Jack Martin WTIX; Secretary - Joan Tillman & Jo Ann Jones WTIX.

PREVIEW

June 18 - CBS -- Washington Lawyer Theatre; new 13-hour from WCBS-TV in the west; 11 week dramatic series; requiring Study to be for the student; Sponsor - Washington; Agency - Hedges-Butcher; Time Producer - Don Davis (CBS) Producers - Jerry Danzig & Morrissey; Food Tom; Director - Jack Donohue, Walter Hart, Jon Power CBS; Lead Stewart - Robert Duvall; series will replace CBS Dramatic Theatre.

NBC -- Texas Theater; from 8-8:30pm; from WNBC to the west; 8 week, [illegible] series of NBC's "Showcase-8-the-Great"; Sponsor - Johnson Agency - Bill Lewis, Marketing, Colwell & Agency; Producer - Albert Mallery NBC; Director - Joe Ann; Writer - Harry W. Junkin(13 shows will be from original scripts by Junkin.)

July 3 - ABC -- Fitzgerald, Arnos Theater; for 7-7:30pm; from WABC to the west; 8 week [illegible] series of "Arnos Theater"; Sponsor - Motion Inter Group, Inc & Grisco); Agency - Campbell, Ewald-Orkin - Albert Mallery NBC; Series Editor - Walter Frank NBC.

PROGRAM	NET TIME	GUESTS
	(S - Singer; D - Dancer; M - Musician; C - Comic)	
	FRIDAY JUNE 1	
We the People	NBC 8:30	Senators Estes Kefauver, Charles W. Tobey, Herbert R. O'Connor; Virgil Peterson(Director of the Chicago Crime Commission), Edward H. Foley Jr(Undersecy of the Treas.)
We Take Yr Word	CBS 10:30	June Havoc, Basil Davenport

**** Other shows on this date were listed in last week's issue.

	SATURDAY JUNE 2	
Faith Baldwin Thtr	ABC 12:30	Black Sheep; adapted by William Noble; with Russell Nype, Judith Parrish, Thomas Heaphy, Ruth McDevitt, John Harvey, Truman Smith
Frank Sinatra	CBS 9pm	Phil Silvers
Jack Carter	NBC 8pm	Ella Logan, the DeMarlos(D)
Its Up to You	CBS 5:30	Ralph Bellamy
Ken Murray	CBS 8pm	Steve Allen, Victor Jory, Lyle Talbot, Richard Greene, Lola Albright, Art Lund, Kay Westfall, Art Baker, John Doucette, Borah Minnevitch's Harmonica Rascals
Laraine Day	ABC 1pm	Signe Hasso, Ella Raines, P.G. Wodehouse
Sam Levenson	CBS 7pm	Richard Tucker & his son
Victor Borge	NBC 7pm	the Song Spinners
Yr Show of Shows	NBC 9pm	Constance Bennett
	SUNDAY JUNE 3	
Bigelow Theater	CBS 6pm	Charming Billy - by George Batson & Donn Harman; with Spring Byington, Mary Anderson, Billy Blakewell, John Hamilton, Isa Ashdown, Annetta Graves
Celebrity Time	CBS 10pm	Joan Bennett, Victor Moore
Comedy Hour	NBC 8pm	Dean Martin & Jerry Lewis MCs, the DeMarco Sisters
Lamp Unto My Feet	CBS 4:30	The Builder; with Arnold Moss, Frank Tweddell, Darren McGavin
Leave It....Girls	NBC 7pm	Ted Malone, Joan Diener
Philco Playhouse	NBC 9pm	The Adventures of Hiram Holliday - by Paul Gallico; adapted by Alexander Kirkland; with E.G. Marshall, Stella Andrew, Adia Kuznetzoff, Ivan Simpson, Miriam Goldina, Charles Mayer, Frank deKova, Henry Calvin
Paul Whiteman	ABC 7pm	Vivian Blaine, Eadie & Rack(M)
Fred Waring	CBS 9pm	Cornelia Otis Skinner & Roland Young in a scene from William & Mary

CHANNEL	EST. TIME	(PANELS)
		(S - Sullivan; W - Wallace; M - Mastriani; T - Tobias)
		Friday, June 1
On the Level	8:30 PM	Dorothy Kilgallen Column, Charles Wadsworth, Robert E. Gilmore, Virginia Gilmore (Director of the Salmon Grove Chamberlain), Howard M. Foley (Secretary of the Treasury)
A Year To Live	9:00 PM	Alan Baxter, Janet Dunbar
Have Gun Will Travel	9:30 PM	Jack Lord, Sherry Jackson
		Saturday, June 2
Gillette Friday Night Fight	8:30 PM	Tommy Gomez, Ralph Dupas; with Tommy Jones, Jackie Fortune, Thomas Hodge, Tom Bethrell, John Harris, Gaspar Ortega
Just Plain Bill	2:30 PM	Phil Brown
Our Town	4:00 PM	Ellis Logan, Lou Prentice(S)
Lucky Pup	5:30 PM	Ralph Bellamy
Lux Video	7:30 PM	Anne Jeffreys, Oliver Cary, Lyle Talbot, Richard Arlen, Elinor Donahue, Ann Lowe, Kip Wheatfall, Lee Tracy, John Sebastian, Doris Dowling's Dramatic Theatre
Jackie Gleason	8:00 PM	Jackie Gleason, Ellis Morgan, Leo Kobburn
Mr. Lucky	8:30 PM	Richard Crenna, Ellis Rabb
Gillette Fights	9:30 PM	Ken Norton Exhibition
Lux Show of Shows	10:30 PM	Continued from 8:00
		Sunday, June 3
Meet the Press	2:00 PM	Presidential Aide - Mr Lawrence Spivak's Panel Discussion with Marshal Tolbukhin, Henry Cabot Lodge, Philip Murray, John Foster Dulles, Jan Masaryk, Andrew Gromyko
Toastmaster Time	3:30 PM	Jack Benny, Fibber McGee
Sunday Zoo	4:30 PM	Dean Martin & Jerry Lewis Movie Box, Ann Sothern Picture
Lux Time of Day	6:45 PM	The Quality, with Arnold Moss, Peter Fernandez, Larry Robins
Guess Who's Coming	8:00 PM	Ann Sothern, Joan Blondell
Talent Parade	8:30 PM	Jim Lowe, Lil Lynn Quintet - Mr Paul Whiteman Band, Mr Lawrence Fletcher, Mike Sax, Monsell, Stella Adams, Mike Kemp Jeff, Tom Rogers, Bruce Collins, Charles Mayer, Jerry Adams, Jerry Smith
Paul Whiteman	9:00 PM	(Talent Night, Mike & Jerry)
Star Series	9:30 PM	Donald Wolfit - Mission: Molnar Tyrone in a Comic Love Written & Sung

SUNDAY JUNE 3(Continued)

Rocky King	DuM 9pm	Right Shoe, Wrong Foot - by Frank Phares; with Maurice Burke, Katherine Meskill, Joseph Bender
Showtime, USA	ABC 7:30	Georgia Gibbs, Professor Irwin Corey(C); Charles Coburn in a scene from Village Green
This Is Show Biz	CBS 7:30	Marcia Van Dyke, Snooky Lanson, Wally Brown(C), Phil Silvers, Glenda Farrell
Toast of the Town	CBS 8pm	Roberta Peters(S), Pinky Lee(C), Frankie Laine, the Tuscon(Ariz) Boy's Choir, Nita & Peppi(acrobats), Elsa & Waldo(pantomimists), Gautier's Steeplechase(dog act)

MONDAY JUNE 4

Arthur Murray	ABC 9pm	Steve Allen, Eileen Todd(S), Zola Mae Shaulis(M)
At Home	CBS 11pm	Carol Bruce(S)
Garry Moore	CBS 1:30	Wally Cox
Hwood Screen Test	ABC 7:30	Vanessa Brown; Ann Murphy, Phillip Swandor
Kate Smith	NBC 4pm	Doodles Weaver, Rudy Cardenas(juggler), Jon Sebastian(M)
Lights Out	NBC 9pm	The Martian Eyes; adapted by George Lefferts from a story by Henry Kuttner; with Burgess Meredith, John Baragrey, David Lewis, Pat O'Malley
Lucky Strike Thtr	NBC 9:30	For Love Or Money - by F. Hugh Herbert; adapted by Irving Gaynor Neiman; with June Lockhart, John Loder, Vicki Cummings, Viola Roache, John Fletcher, Edith Graham, Bill Beach
Lux Video Thtr	CBS 8pm	Consider the Lillies - by Lawrence duPont; with Kay Francis, Jerome Cowan, Joel Ashley, Marlene Cameron, Olive Templeton, Don Messick, Arthur Jarrett
Steve Allen	CBS 12N	Guy Mitchell(S), Doris Faye(ventriloquist)
Studio One	CBS 10pm	Shield For Murder - by William P. McGivern; adapted by Irve Tunick; with Kevin McCarthy, Marcia Henderson, James Nolan, Leslie Barrett, Allan Devitt, James Coots, John Morley, John Torangulo, Peggy Hillias, Elmer Lehr, Woody Parker, Wright King, Robert Dale Martin, Joe Leon
Talent Scouts	CBS 8:30	Cora Reyes(S,M), Rusti Parker(S,C), Bob Carroll(S), the Double Daters(S)
Voice of Firestone	NBC 8:30	Jerome Hines
Whats My Name	NBC 8pm	Diane Sinclair & Ken Spaulding(D)

TUESDAY JUNE 5

Armstrong Theater	NBC 9:30	Lover's Leap - by Ira Avery; with Grace Kelly, Leslie Neilsen, Don Murphy, Michael Keith, Larry Buchanan, Alan Abel, Charles Mendick
Caval. of Bands	DuM 9pm	Xavier Cugat & orch, Mary Raye & Naldi(D), Carlos Ramirez, Gene Baylos(C), Jerry Bergen(C)

MONDAY JUNE 3(Continued)

Rocky Road	NBC 8pm	Silent Lies, Wrong Side - by Tessa Phelan; with Beverly Garland, Barbara Hershey(1), Joseph Bottom
Down Home, USA	ABC 7:30	Veronica Gibbs, professor Irwin Corey(1), Charles Dawson is a doctor from Kansas City
Jake to Show Biz	CBS 7:30	Marcia Van Dyke, Sandra Gharavi, Wally Taylor(1), Phil Ellsworth, Gloria Fowler
Road of Life Time	CBS 8pm	Melanie Lawrence(3), Brian Lee(1), Phyllis Lyons, Tom Tarson(Jim) Lowe's Chris, Kim & Bruce(Kathy), Kenny Walsh(guest-guitarist), Charlie's Shangri-Las(Lou & Al)

MONDAY JUNE 4

Arthur Murray	ABC 9am	Gloria Allen, Eileen Fiedler(3), Cora Lee Sheldon(M)
Jo Ann	CBS 12am	Carol Brown(3)
Guess Again	CBS 1:30	Wally Cox
Lunch Break Time	ABC 7:30	Vanessa Brown, Jay Jordan, Phillip Meador
Life Goldin	NBC 8pm	Tribbie Marvin, Rudy Carmona(Jaqueline), Jim Stoughton(M)
Little City	NBC 9pm	The Martian Tree; adapted by George Lefferts from a story by Henry Kuttner; with Bingham Beckwith, John Sargent, Harold Lerner, Ken Gray
Bobby Sands Show	NBC 9:30	The Long Go Home - by R. Leigh Hawkes, adapted by Irving Gaynor Neiman; with Jane Lockhart, John Cullen, Vicki Cummings, Tilly Kinney, Anne Thatcher, Milton Parsons, Nell Beck
The Three Stooges	CBS 8pm	Monkey on the Lillies - by Lawrence Gordon; with Amy Fredrick, Jerome Cowan, Paul Ashton, Benjamin Chapman, Lilla Teshigian, Don Edwards, Frank Morrell
Guess Again	CBS 1am	Cary Wilson(2), Jerry Fogel(Jacqueline)
Bowling Ball	CBS 10pm	Bill Lecroy Matched 1 by William H. Knightson; Managed by Jack Tandler; with Jerry Mosesky, Lloyd Bochner, Jerry Allen, Lucile Barrett, Allen Martin, Jerry Cobb, Jack Warner, Jack Tremaglio, Frank Gallegos, Elmer Lum, Hank Weber, Lydia Eldon (Jerry Hall Martin, Joe Kirk)
Talent Scouts	CBS 8:30	Jack Nugent(1), Hazel Bachrach(B.S.), Bob Sarvallo(1), Ed Combs Trio(2)
Video of Tomorrow	NBC 8:15	Jerome Stone
Hawkins Day	NBC 9am	Diane Abbatiello / Ann Sparkman(D)

TUESDAY JUNE 5

Adventure Theater	ABC 2:30	Lovey's Luck - by Jim Jeffery with Jerry Kelly, Judith Nelson, Don Gordon, Richard Erlich, Larry Bowman, Alan Abel, Charles Wendig
Journal of Media	NBC 4pm	Martin Agan & Jerry Ross Page & Bull(D), Gloria Bonilla, Dean Dugan(7), Jerry Bergman(7)

TUESDAY JUNE 5(Continued)

Danger	CBS 10pm	The Fatal Step - by Jane Donner; with Ann Shephard, Paul Mann, Ann Jackson, Micky Knox, Sylvia Davis
Fireside Thtr	NBC 9pm	The Green Convertible - by Jack Harvey & James Gunn; with Frances Dee, Gertrude Michael, John Warburton, Joan Miller, Dabbs Greer
Garry Moore	CBS 1:30	Peggy Wood
Kate Smith	NBC 4pm	Loman & Fields(D), Jan Garber & orch, Sig Rothschild
Steve Allen	CBS 12N	Helen Forrest, Will Jordan(impersonator)
Success Story	ABC 1pm	Betty Forsling(Radio & TV Editor of Newsweek Magazine)
Suspense	CBS 9:30	The Call - by Halsted Welles; based on a story by Bethel Laurence; with Cloris Leachman, Billy Redfield, Lawrence Fletcher, Paul Langton
Texaco Thtr	NBC 8pm	Eddie(Rochester) Anderson, James Melton, Dean Murphy, Joan Edwards, Arnold Stang
Vaughn Monroe	CBS 9pm	Blackburn Twins, Rudy Cardenas(juggler)
Footlights	NBC 11:45am	Nanette Fabray

WEDNESDAY JUNE 6

Break the Bank	NBC 10pm	Shaye Cogan(S), Kajar(magician)
Charlie Wild	CBS 9pm	The Case of the Duelist's Honor - by Shirl Hendryx; with Lynn Merrill, Arny Freeman, Michael Vale, Raymond Bailey
Faye Emerson	ABC 7:15	The Three Suns
Footlights	NBC 11:45am	Conrad Nagel
Four Star Rev.	NBC 8pm	Jack Carson MC, Lola Albright, Sweeney & March, the Five Pastels(S), Jack Norton, the Honey Brothers
Garry Moore	CBS 1:30	Buster Keaton
Godfrey & Fr.	CBS 8pm	the Sea Chanters, the Vagabonds(C)
Kate Smith	NBC 4pm	June & Martin Barrett(D), Evalyn Tyner(M)
Bandstand	ABC 8:30	Gene Krupa & orch, Dolores Hawkins(S), Mayo Brothers(D)
Kraft Thtr	NBC 9pm	A Seacoast In Bohemia - by Ben Radin; with Raymond Rizzo, Philip Coolidge, Biff Elliott, Dan Morgan, Joyce Van Patten, Stuart MacIntosh, Lili Darvas
Perry Como	CBS 7:45	Sons of the Pioneers(S,M)
Margaret Arlen	CBS 1pm	Jimmy Demaret(golfer)
Steve Allen	CBS 12N	Mel Torme, Chambers & Blair(roller skaters)
The Web	CBS 9:30	All the Way Home - by Charlotte Armstrong; adapted by Marie Baumer; with Alfreda Wallace, Jane Seymour, John Randolph, Ann Thomas, Enid Markey, Ned Cary

TUESDAY (FEB 3/Cont'd)

Dangerous	CBS 8:00p	The Total Web - by Jane Bonney; with Ann Shepherd, Paul Tripp, Joe Jackson, Mary Ann, Judith Paris
Fireside Theatre	ABC 9:00p	The Dress Controversy - by Jack Harvey & Jesse Lasky; with Frances Dee, Victorio Mizzoni, Jean Harvey, Don Miller, Bobbie Grace
Harry James	CBS 9:30p	Swing Band
Hide and Go	ABC 8:00p	Jerry & Pinky(2), Jan Garber & orch; Sly Antonelli
Life's Lilac	CBS 10p	Julian Forsyth, Will Jordan(Impersonator)
Philco Television	ABC 8:30p	Daily Portland(Radio & TV Editor of Evening Bulletin)
Suspense	CBS 9:30	The Cell - by Winifred Wolfe; based on a story by Donald Henderson, with Denis Jacobson, Ellis Dwelling, Lawrence Fletcher, Paul Langton
Tension Theatre	ABC 9:00p	Adult(Contribution) Advisors, Jesse Mason, Don Murphy, Joan Fleming, Harold Stone
Theatre Guild	CBS 9:00p	Wednesday Night, Judy Gardner(Juvenile)
Wrestling	ABC 11:45p	Madison Square Garden

WEDNESDAY (FEB 4)

Break the Bank	ABC 10p	Bruce Cabot(2), Mr.Peanut(Celebrities)
Cavalcade Mile	CBS 9p	The Sign of the Mariner's Door - by Edgar Lucas; with Lynn Murrill, Jerry Thomas, Richard Vain, Raymond Bailey
Jack Benny	ABC 7:15p	The Trick Shot
Twenty-One	NBC 11:45p	Jerry Dunphy Sports
Four Star Pty.	CBS 9p	Jack Carson MC, Lola Albright, Shelley & Morgan, Ann Sheridan(2), Max Showan, Ann Young Brewster
Guess Who	CBS 10:30	Bobby Benson
Lucky Pup	CBS 7p	Sue Ann Chatterby, Mr. Vaughn(2)
Mike Smith	NBC 8p	Jane & Martin Barrett(2), Twilight Serenade(2)
Pinkerton	ABC 8:30p	Gene Kirby & Jack Sterling Singing(2), Mary Brothers(2)
Stella Dallas	NBC 7:45p	Ann Sothern & Cast; Johnny Dugan(2), Mary Brothers(2)
Lucky Chao	CBS 7:30p	Among of the Pioneers(3,4)
Mercurial Adventures		Jerry Dunphy(Police)
Steve Allen	CBS 10p	Paul Tripp, Theodore Bikel(Folksy Singer)
The Web	CBS 9:30p	All the Way Home - by Charlotte Hawthorne, directed by Mark Sheppard; with Alfred Ballard, Jane Connors, Jean Gillespie, Jim Tripp, Paul Dunphy, Phil Cass

THURSDAY JUNE 7

Alan Young	CBS 9pm	Nelson Eddy, June Whitley
Big Town	CBS 9:30	Spotlight - by Alvin Boretz & Charles Robinson; with Rita Lynn, Jack Sheehan, Si Oakland, Roland Winters, James Gammon
Crime Photog.	CBS 10:30	The Frightened Mouse - by Alvin Sapinsley; with Maria Riva Ralph Theodore, Sylvia Field, Kurt Katch
Ellery Queen	DuM 9pm	The Chinese Mummer Mystery; with James Lamphier, Sono Osato, Boris Marshalov, Ted Hecht
Footlights	NBC 11:45am	Dean Murphy
Ford Festival	NBC 9pm	Lawrence Tibbett
Garry Moore	CBS 1:30	Milton Caniff
Lilli Palmer	CBS 7:15	Catherine Barjansky(sculptist)
Little Show	NBC 7:30	Cliff Edwards
Kate Smith	NBC 4pm	Bobby Joyce & Ginger(D), Jimmy Wakely, Lane Brothers(acro.)
Margaret Arlen	CBS 1pm	Robert Preston
Martin Kane	NBC 10pm	Daniel Reed, Jan Sherwood, Raoul De Leon, Jack Hartley, Frank M. Thomas
Steve Allen	CBS 12N	Jean La Flotte(bicyclist), Kay Ballard(S), Leo Wittenburg
T-Men In Action		The Case Of the Poor Little Gangster; with Robert H. Harris, John McGovern, Herbert Rudley, Joe Downing, James Bender, John Boruff

FRIDAY JUNE 8

Big Story	NBC 9pm	Edward Binns, Ivy Bethune, Dorothy Sands, Gordon B. Clarke, Clifford Sales
Caval. of Stars	DuM 10pm	Eugene Conley(S), Al Norman(D,C), Martin Brothers(puppets)
Eloise Salutes	DuM 11pm	Jolie & Magda Gabor
Faye Emerson	ABC 7:15	Elsie & Paul Jung(circus clowns)
Footlights	NBC 11:45am	Binnie Barnes
Garry Moore	CBS 1:30	Kirkwood & Goodman
Hands of Destiny	DuM 9pm	The Wine Glass - by Tex Weiner; with Josephine Brown, Jeff Morrow, Jeanne Shepherd, Stewart Bradley, Paula Houston
Kate Smith	NBC 4pm	Edmund Kurtz(M), Eugene List(M), the Delta Rythmn Boys
Man Vs. Crime	CBS 8:30	Haila Stoddard, Virginia Gilmore, Donald Buka, Bill Post Jr
Pulitzer Playhse	ABC 9pm	Hostage - by Norman Lessing; with Ira Lewis, Jack Diamond, Donald Devlon, Scot Marlow, Paul Porter, Mike Simone
Penthouse Party	ABC 8:30	Bob Scheerer, Dolores Hawkins, Piper Laurie, Tony Curtis
Star of the Fam.	CBS 10pm	Denise Lor, Eddie (Rochester) Anderson
Twenty Questions	WOR 8pm	Robert Preston

IN TOWN - POSSIBLE GUEST SHOTS

HERBERT BERGHOF legit actor - AGT: Lucy Kroll PL 7-4250

SIDNEY BLACKMER returns to NYC in 2 weeks AGT: Paul Radin, Jaffe Agcy PL 9-6693

KITTY CARLISLE - AGT: Martin Goodman JU 6-1180

LONNY CHAPMAN legit-TV actor - AGT: Henry Guettel, Gale PL 7-7100

XAVIER CUGAT - AGT: MCA PL 9-7500

VICKI CUMMINGS - AGT: Lucy Kroll PL 7-4250

NANCY ANDREWS current Blue Angel - AGT: Barron Polan PL 9-4727

DONALD CRISP - AGT: Jack Lawrence JU 2-3885

CONSTANCE BENNETT - AGT: Jack Lawrence

HENRY DANIELL - CONTACT: L. Arnold Weissberger PL 8-0800

ROGER DANN "Happy Time" lead - AGT: Lee Wallace, Robert Mayberry PL 3-1862

ALFRED DRAKE avail after June 13 - AGT: Henry Guettel, Gale PL 7-7100

PAULA DRAKE singer avail TV - AGT: Barron Polan PL 9-4727

DAVID DRESSLER ex-NY State Parole Comm. author "Parole Chief", avail radio-TV intvw - CONTACT: Patricia MacManus Viking Press PL 5-4330

CLIFF EDWARDS film comic avail TV - AGT: Jay Michaels GAC CI 7-7550

JOHN ERICSON "Stalag XVII" lead -AGT: Milt Goldman, Paul Small Agcy MU 7-0606

TOM EWELL will be avail June 14 - AGT: Priscilla Morgan, Liebling-Wood VA 6-3714

BILL FINCH baton twirler of Ed Sullivan TV show - AGT: Mark Leddy JU 6-2760

JOAN FONTAINE - AGT: Joe McGee, Wm Morris JU 6-5100

HELEN FORREST singer - AGT: Oscar Cohen Associated Booking PL 9-4600

KAY FRANCIS - AGT: Jack Lawrence JU 2-3885

KATHRYN GRAYSON from coast in several days (tentative) - RADIO AGT: Paul Radin, Jaffe Agcy PL 9-6693

(Continued next column)

IN TOWN cont.

EVA GABOR - AGT: General Artists CI 7-7550

BUSTER KEATON - AGT: Paul Small MU 7-0606

KIRKWOOD & GOODMAN comedy team - PRESS: Moore-Dreyfus-Delynn PL 3-6971

VERONICA LAKE - AGT: Martin Goodman JU 6-1180

PEGGY LEE current Paramount Theater- AGT: Jay Michaels GAC CI 7-7550

JOHN LODER - AGT: Lee Wallace, Robert Mayberry, Affil. Artists PL 3-1862

EDDIE MAYEHOFF "Season In The Sun" actor AGT: Paul Radin, Jaffe Agcy

RODDY McDOWALL - AGT: Paul Radin

RALPH MEEKER film-legit actor - AGT: Maynard Morris MCA PL 9-7500

BURGESS MEREDITH - CONTACT: New World Films CI 5-9151

VICTOR MOORE - AGT: Jane Deacy, Louis Shurr Agcy CH 4-8241

JANE MORGAN "The Girl From Paris" avail outside TV - AGT: Barron Polan PL 9-4727

CARMEL MEYERS - PRESS: Charles Dreyfus PL 3-6971

DENNIS O'KEEFE - AGT: Jack Lawrence JU 2-3885

WALTER PIDGEON - AGT: Joe McGee, Wm Morris JU 6-5100

EDWARD G. ROBINSON - AGT: Joe McGee

ROBERT RYAN - CONTACT: Don Prince, RKO JU 6-5050

JIMMY SAVO - AGT: Henry Guettel PL 7-7100

PHIL SILVERS - AGT: MCA PL 9-7500

GEORGES SIMENON author "The Heart Of A Man" publ June 25, avail radio-TV intvw from that date - CONTACT: Jean Haydock Prentice-Hall OR 5-2000

PAUL STEWART film-legit actor - AGT: Joe McGee, Wm Morris JU 6-5100

ROBERT STERLING "Gramercy Ghost" lead - AGT: Howard Hoyt LA 4-0089

MEL TORME - AGT: Jay Michaels GAC CI 7-7550

MARGARET WYCHERLY film-legit char. actress AGT: Briscoe & Goldsmith MU 2-6244

ROBERT YOUNG - PRESS: Howard Weissman PL 7-0461

IN TOWN - MOVING-VERY SOON

[illegible] Jagik movie - ACT: Ivy Stoll JE 7-4200

[illegible] returns to city in 1 week
ACT: Paul Martin, Judy Ann
JE 9-5200

[illegible] - ACT: Martin Gerrman
JV 0-1180

[illegible] Jagik-TV show - ACT: Sheep
General Gale JV 7-7170

[illegible] - ACT: Eva JE 9-7201

[illegible] - ACT: Ivy Stoll JE 7-4200

[illegible] Summer Blue Angel - ACT:
Duncan Philip JE 9-4727

[illegible] - ACT: Jack Lawrence
JV 0-3800

[illegible] - ACT: Jack Lawrence

[illegible] - CONDUCTOR: E. Lewis
Mendelssohn JE 7-4200

[illegible] "Young Time" lead - ACT: Lee
Sellers, Bonnie Bellamy JE 7-4200

[illegible] world after final 13 - ACT:
Doug Cantell, Dale JE 7-7170

[illegible] singer Orell TV - ACT: Barney
Dolan JE 9-4727

[illegible] sit-at State Arrive Dome.
Action "Jerrie Dalet", Orell Radio-TV
Lance - CONDUCTOR: Barrett Anderson
Vibrio Jones JE 3-4232

[illegible] film comic Orell TV - ACT:
Jay Stephens Dan JE 7-7200

[illegible] "Swaine Evil" lead -ACT:
Kitty Cullman, Paul Scott Mary
JE 7-4200

[illegible] will be exit Dome TV - ACT:
Priscilla Stevens, Lawrence-Wood
JE 9-5724

[illegible] Swine Society of TV Sailors
JE Wine - ACT: Mark Lewis
JE 7-4200

[illegible] - ACT: Joe Andre, Ed Morris
JV 0-4200

[illegible] Player - ACT: Frank Cohen
Theatrical Building JE 9-4200

[illegible] - ACT: Jack Lawrence JV 0-3800

[illegible] film comic Dr. Arnold Ross
(Continued) - DIRECT ACT: Fred
Martin Mark Ryan JE 9-4200
(Continued with column)

IN TOWN Cont:

[illegible] - ACT: General Artists JE 7-4200

[illegible] - ACT: Paul Smart JE 7-4200

[illegible] Comedy Time, Frank Lyons
Mrs-Dempsey-Lorgan JE 5-4727

[illegible] - ACT: Marvin Goodman
JE 6-1200

[illegible] Summer Performance Theatre- ACT:
Jay Richards CAC JE 7-7200

[illegible] - ACT: Lee Wallace, Barney Ray-
Berry, ACTIS: Morrison JE 7-4200

[illegible] Scenes in The Sun" action
ACT: Paul Martin, Delta Ayer

[illegible] - ACT: Paul Martin

[illegible] film-Tonic series - ACT:
Warren Harris MCA JE 9-4200

[illegible] - CONDUCTOR: Jay Wright Pitman
JE 3-7200

[illegible] - ACT: Jane Drury, Harry
Quinn Amy JE 9-6543

[illegible] "The Girl From Uncle" small
available TV - ACT: Barrett Dolan
JE 9-4727

[illegible] - CONDUCTOR: Charles Dwelling
JE 3-6271

[illegible] - ACT: Jack Lawrence
JE 3-3800

[illegible] - ACT: Joe Bulmer, Ms Morris
JE 0-5120

[illegible] - ACT: Joe Moore

[illegible] - CONTACT: Don Grimes, ABC
JE 0-4200

[illegible] - ACT: Barney Dunstal JE 7-4200

[illegible] - ACT: Nick JE 9-7200

[illegible] Station Station series "The Mayor of a
Not" and Jane Ann, small Radio-TV Lorin
Jane Jane Jane - CONDUCTOR: Jane Barrett
Arrington-Ellis JE 3-4200

[illegible] film-tonic series - ACT: Joe
Jones, Ms Novell JV 0-4200

[illegible] "Chimney Sweep" lead -
ACT: Donald Hart JE 6-4200

[illegible] - ACT: Jay Stephens JE 7-4200

[illegible] Tonic film-tonic series, Adrian
ACT: Stephen & Christopher JE 3-4200

[illegible] - ACTS: Dennis Williams
JE 7-7200

Ross Reports
ON TELEVISION PROGRAMMING
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EDITOR: Robert Cinader SUPPLEMENT B

DRAMAS PLAY A PRINCIPAL ROLE IN CURRENT PROGRAMMING

RECAP OF SCRIPTS & WRITERS' CREDITS SINCE DEC '50 POINTS UP TRENDS

450 Titles with Credits Listed

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Our third recapitulation of scripts performed on network or NYC television(also Vol 2 No 5C in Aug '50 and Vol 2 No 9B in Dec '50) is once again designed to forestall the innocent duplication of properties that can give rise to legal and other entanglements.

At the same time, analysis of the more than 450 titles with credits that we have listed herein points up significant trends in treatment of the dramatic program form. To touch on but a few: of the 55 programs with a dramatic format that are currently being seen in NYC, 26 offer a straight dramatic presentation of a different script & characters each time...13 are based around the newspaper or detective adventures of a central character(s)...9 are dramatic comedies employing the same cast in different situations weekly...7 are multi-weekly serial adventures or "soap operas".

The number of programs and the relative paucity of suitable scripts have cued two significant developments....one, a trend toward more and more adaptations, with many programs employing official or unofficial contract writers to make the adaptations...two, a general rise in prices; not a tremendous jump, but $100 and more on half-hour shows (as evidenced by"Armstrong Circle Theater"s increase to $750). Script scales are specified in the listings which follow. Of the bigger, straight dramatic programs, 12 depend upon adapatations almost exclusively, 4 use a blend of originals and adaptations, 3 use only originals, and 3 do adaptations of a single author's works.

Current program activity and that of the past winter cycle illustrate a number of other trends. Dramatic programs which have been cancelled or are scheduled to go off shortly included: "Ford Theater, Pulitzer Prize Playhouse, Sure As Fate, The Billy Rose Show, Nash Airflyte Theater, Prudential Playhouse, Magnavox Theater, Famous Jury Trials, The Goldbergs, and The Clock". The last-named is scheduled to return imminently as a summer replacement, however. As for the others, Ford has undoubtedly been hit by materials shortages & felt that it could dispense with its alternate week program while continuing other proerties; Schlitz was not too anxious to continue paying $100,000 a year royalties for the Pulitzer tieup, which wasn't even able to offer sufficient properties; The Goldbergs cancellation by Sanka is one of those private mysteries; and the others were dropped via the high-budget, low-rating route.

Fresh injections of new programs into the schedules are cause for excitement, however. Not slighting the fact that the great majority of even the high-budget dramas are remaining on over the summer, of interest is the fact that NBC-TV is

- continued, next page -

bringing back the arena style of presentation in not one, but two programs...both to be produced by Albert McCleery, who once again will be responsible for Cameo Theater as well as the Fireside Arena Theater which will be produced live from New York as the replacement for P&G's regular film program. Other debuting programs include Manhunt, the summer replacement for Lucky Strike's Hit Parade, also Door With No Name, the summer replacement for Big Story, also Shadow of The Cloak, a DuMont mystery series starring Helmut Dantine, and two film series - Corliss Archer, which packager Jim Saphier has sold to Kroger Stores as the summer replacement for Alan Young in the midwest.... and Racket Squad, which Hal Roach Jr is producing for Philip Morris.

Filming of dramatic shows continues to grow in importance. Actually, only a small number of filmed series are an accomplished fact. During the past program cycle the list included: Bigelow Theater(which also replayed some of the 1950"Silver Theater" series; Fireside Theater (2nd runs of these films are already being sponsored) Stars Over Hollywood, the MCA package for Armour; and the Gene Autry, Cisco Kid, Lone Ranger and Hopalong Cassidy westerns.Currently, Front Page Detective, the Jerry Fairbanks series starring Edmund Lowe, is widely sponsored in the spot TV field, as is The Great Merlini, which is being distributed by United Artists TV.

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COMPLETE DETAILS on all dramatic and other programs will be printed in our big, monthly issue for MAY-JUNE, which will be published next week.

.....

As to the questions of authors' rights, contracts, and similar legal considerations, Evelyn Burkey of the Authors League National Television Committee (representing Radio Writers Guild, Dramatists Guild, Screen Writers Guild, Authors Guild & the Television Writers Group) reports that negotiations with networks have been proceeding on a weekly schedule since February, with agency representatives sitting in. A general pattern is expected to be set by the Fall, covering re-use of material, etc.

One basic improvement in the network-writer relationship can not be effected by negotiations. It was effectively pointed up by writer George Lefferts in a talk before the American Television Society on the occasion of the presentation of award citations for "The Best Television Plays of the Year," a short time ago. Lefferts asked - why not have network story development specialists, working closely with the program and talent departments so as to co-ordinate with the availability of stars as well as time, and assigning story ideas to be developed into scripts? This would take a great deal of the creative burden off both the writer and the producer...and it has been time-tested in Hollywood.

Recent developments appear to be directed along the lines of Lefferts' thinking. Although ABC has no story editor at present, the merger with Paramount Theaters presages such an appointment. DuMont now has Charles Mann as story editor, working right along with the program manager, James Caddigan, and with Elizabeth Mears, casting. NBC, until recently occupied with only a few house-produced dramtic programs, has left script selection largely up to its producers, but will have to set up an enlarged story department to cope with the rash of new dramatic properties it is scheduling.

Of course, CBS - with its heavy emphasis on drama, and its 7 house-produced programs - long since saw the need for an organized story department, under former Hollywood story editor, Jerry Horwin. Employing a number of readers, Horwin has been building a file of properties suitable for quick slotting into any one of the CBS dramatic programs. Recently, Horwin advised that CBS would no longer accept unsolicited material from non-professionals. However, the department will welcome material from professionals with credits in any of the literary or entertainment fields. Also to its credit, the department has developed a number of program ideas, one of which - The Garden of Eve - is being pitched at advertisers in a daytime serial format.

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NOTE: Ross Reports has arranged with William Kaufman and the Merlin Press for a 10% discount to our subscribers on copies of "THE BEST TELEVISION PLAYS". Those interested should forward $3.95 to ROSS REPORTS.

LIST OF PROPERTIES USED ON TV DRAMAS - DEC 3, 1950 THROUGH JUNE 15, 1951

This brings up to date our listings of August 20, 1950 (Vol 2 No 5C) & December 10, 1950 (Vol 2 No 9B). We have indicated whether it is an original (O) or an adapted (A) script. Staff-scripted programs are recorded at the end of this list.

ARMSTRONG CIRCLE THEATER

Script Editor - Ed Roberts at BBD&O; Scripts are $500-750 for half-hour originals dealing with "Americana" and stressing believability and good character identity. Whodunits, farces, fantasy & ultra-sophistication taboo. No hiatus.

Green Eyes - O - Leslie Scott
The Diet - O - Don Ettlinger
Christopher Beach - O - Leslie Scott
That Man is Mine - O - Ruth Goodman
This Younger Generation - O - Wm Noble
Silver Service - O - Doris Halman
Those Wonderful People - O - Joe Venable & Leslie Scott
Superhighway - O - Jerome Ross & James Garvin
A Different World - O - Muffet Peter & Leslie Scott
That Simmons Girl - O - Turner Bullock
Twenty-One Days - O - Ira Avery
The Partnership - O - Doris Halman
The Patcher-Upper - O - John G. Fuller
The Hero - O - Anne Howard Bailey
Double Exposure - O - John G. Fuller
Moment of Decision - O - Turner Bullock
Ghost Town - O - Frank DeFelitta
Honor Student - O - Anne Howard Bailey
Backstage - O - Ira Avery
The Big Rainbow - O - David Judson
The Open Heart - O - Anne Howard Bailey
Jury Duty - O - Turner Bullock
The Vote Getter - O - Anne Howard Bailey
Over the Fence - O - Anne Howard Bailey
Lover's Leap - O - Ira Avery
The Rookie - O - Eli Cantor

BILLY ROSE SHOW - Last show was March 27, 1951

One Night More to Go - O: Billy Rose; A: Edward Chodorov
King Hearts and Gentle People - O: Rose; A: Chodorow
Moon Over Miami - O: Rose; A: Chodorov
Pick-Up - O: Rose; A: Jed Harris
The Galoshes of Fortune - O - J. Bentkover
The Whirligig of Life - O: O.Henry; A: Paul Osborn
The Chaser - O: John Collier; A: Robert Presnell, Jr.
Sugar O'Hara - O: Rose; A: Jos Schrank
Flowers for Millie - O: Joseph Cochran; A: Wm Roerick & Thos Coley
My Aunt Freda's Love Affairs - O: Rose; A: Chodorov
Dust for Two Actors - O: Rose; A: Chodorov
Julie the Jinx - O: Rose; A: Norm Leffing
Farewell Appearance - O - Thos Coley & William Roerick
The Old Magician - O - E. Chodorov
The Devil and the Chess Player - O: Gerald Kersh; A: Chodorov
Bright Golden Girl - O: Elizabeth Roy; A: Paul Osborn

BIGELOW THEATER

Script Editor - George Panetta at Y&R (on film); Scripts are $500 for half-hour originals with general themes. Hiatus - Last show June 3 - Returns Sept 9.

The Sum of Seven - O - Robert Meade
Papa Romani - O - Geo Panetta & B Whitman
Kerry Fallon's Birthday - O - Glenn Wilson
Double Feature - O - Irene Winston
Minor Incident - O - Felix Jackson
Rewrite for Love - O - V Mullen & W Alland
Bad Guy - O - Felix Jackson
A Case of Marriage - O - J Bentkover
Coals of Fire - O - Jack Bentkover
Agent from Scotland Yard - O - Stephen Longstreet
Wedding Anniversary - O - John & Gwen Bagni
Walt and Lavinia - O - Edw Barry Roberts
Closeup - O - Selig Lester & Merwin Gerard
The First Hundred Years - O - Jean Holloway
Dear Amanda - O - Robert W Soderberg
Lady With Ideas - O - True Boardman
Room for Improvement - O - Sumner Arthur Long
A Woman's Privilege - Author unknown to u

This series up to date our listings of August 30, 1970 (Vol. 2 No. 3C) & September 20, 1970 (Vol. 2 No. 4). No item listed under 4-letter 14 is an original for or an adapted (A) script. Half-hour programs are indicated at the end of this list.

EVENING TIME PROGRAMS

Seven Days - 30 Episodes on ABC. Dramas are 6:30-7:00 for half-hour; while dealing with "Everyone" and adversity Relationship are good. Identifier Quality, Fortune, Problem & Difficulties Relation Salon. 30 Episodes.

Seven Days - 0 - Jackie Rocky
The Lady - 0 - Don Stillinger
Conflicting Dream - 0 - Jackie Cooper
Not Fun to Miss - 0 - Rock Hudson
This Thunder Generation - 0 - The Eddie Silver Service - 0 - Frank Sinatra
Those Wonderful Years - 0 - The Friendly Family Event
Encounter - 0 - Jerome Kern & Oscar Hammerstein
A Different Model - 0 - Mystery Fever & Family Event
Dual Stations Only - 0 - Jerome Robinson
Twenty-One Days - 0 - Ira Avery
The Performance - 0 - Sonia Salmon

The Problem-Lover - 0 - John C. Miller
The Lady - 0 - Anne Marie Bailey
Finding Happiness - 0 - Jean C. Miller
Family of Decision - 0 - Terrer Bailock
Only Time - 0 - Tuesday Dates Use
Down Around - 0 - Nine Sweet Valley
Friendship - 0 - Jim Avery
The Big Rainbow - 0 - David Jackson
The Good Doctor - 0 - Anne Marie Bailey
Only Lady - 0 - Jerome Collins
The Vital Years - 0 - Anne Marie Bailey
Over the Zones - 0 - Anne Marie Bailey
Sunset Lane - 0 - Jim Avery
The Hurdle - 0 - Bill Lindy

DAILY NOON SHOW - Last Show Was Friday 27, 1971

The Right Road to Go - 0: Billy Jones; A: Jerome Cameron
Kids Sweet and Gentle Laugh - 0: Roger A: Cloudbrow
Here Over Miami - 0: Jean; A: Jerry
Stay-Over - 0: Mary; A: Ann Liberty
The Coming of Fortune - 0 - C. Bartlett
The Building of Life - 0: C. Gerry; A: Ann Gaines
The Lover - 0: Jean Gallery; A: Robert Barnell, Jr.
Hugo O'Hara - 0: Mary; A: Ann Sterling

Mission for Billie - 0: Joseph Gaines; A: Ann Stirling & Tom Gaines
My Aunt Frada's Lies Relate - 0: Ann; A: Jackson
Hunt for the Across - 0: Mary; A: Charles
Hell the Hell - 0: Mary; A: Ann Liberty
Personal Appearance - 0 - Tom Foley & Gilles Morris
The Our Medicine - 0 - A. Charlotte
The Trial and the Cross Fights - 0: Jerry; A: Charlotte
Brian Golden Days - 0: Elizabeth Hyde; A: Paul Green

TODAY'S TIMES

Daily Editor - Jerome Kennedy; Ed. Wed (on Client). Scripts are NOT for half-hour original with several change. Dramas are half-hour 3 - Matinee half 2.

The Man of Terror - 0 - Forest Hall
Face Behind - 0 - Dan Thurston & Ed Wilson
Terry Hallam's Birthday - 0 - Jerry Wilson
Double Reading - 0 - Jerry Kingston
Minor Decision - 0 - Polly Jackson
Trouble for Love - 0 - T. Mulvey & T. Wilson
Bad Day - 0 - Polly Jackson
A Case of Marriage - 0 - J. Sanderson
Cheia of Life - 0 - Jerry Kingston
Agent from Cockaine Land - 0 - Stephen Longstreet

Wedding Anniversary - 0 - Ann & Jerry Hagen
Jerry and Jacinda - 0 - Ann Jerry Wilson
Tomorrow - 0 - Polly Jackson & Stephen Longstreet
The First Serious Date - 0 - Jerry Tolliver
Time Change - 0 - Robert & Elizabeth Jerry with Linda - 0 - Tom Jackson
Time for Improvement - 0 - Jerry Hutton Hope
A Woman's Birthday - Author Unknown; 0 -

BIGELOW THEATER (Continued)

The Sum of Seven - O - R Meade & S Osborne
The Big Hello - O - Walter Brown Newman
Crossroads - No info available
Make Your bed - O - Edw Barry Roberts
His Brother's Keeper - O - J Bentkover
A New Year for Margaret - no info available
Charming Billy - O - George Batson & Donn Harman

THE CLOCK - Returns July 6, 1951

Script Editor - H. Philip Minis at NBC; Half-hour scripts approximately $300-400 for originals; $200 up for adaptations. Scripts formerly dealt with psychological melodrama but have broadened to include other types of drama keyed to the influence of time as expressed through an integrated timepiece.

The Last Tomorrow - O - A. J. Russell
The New Year Caper - O - A. J. Russell
A Dream for Susan - O - Thos W. Phipps & Robert Shackleton
Whenever I'm Alone - O - Joseph Anthony
Runaway - O - A. J. Russell
An Accident on Canigou - O - Ben Radin

DANGER

Script Editor - Jerry Horwin at CBS; Scripts are approximately $350-450 for half-hour adaptations of commercial mysteries with unusual twists. Strict taboo on detective and supernatural yarns. No hiatus.

The Hungry Woman - O - Ben Rodin
The Sergeant and the Doll - O: G. Leonstre; A: DeWitt Bodeen
Surprise for the Boys - O: Herbert Clyde Lewis; A: Norman Rosten
Charles Markham, Antique Dealer - O: John Dickson Carr; A: Sheldon Reynolds
Footfalls - O: Wilburn Daniel Steele; A: Hedda Rosten
Appointment with Death - O - Sheldon Reynolds
The Ghost is Your Host - O - Dennis Green
The Anniversary - O - Evelyn Cornell & Leslie Scott
Ask Me Another - O: Frank Gruber; A: Sheldon Reynolds
The Net Draws Tighter - O: Walter C. Brawn; A: Milton Geiger
The Corpse and Tighe O'Kane - O - Charles Devlin
Will You Walk Into My Parlor - O: John Dickson Carr; A: Sheldon Reynolds
The Night of March 13 - A - Henry Meyers
Mr. John Nobody - A - Sheldon Reynolds
Nightmare - O - Leo Penn
Head Print - O: Barry Perowne; A: Alvin Sapinsley
The Undefeated - O: Gerald Kersh; A: Sheldon Reynolds
The Undertaker Calls - O: Robt Patterson; A: Sheldon Reynolds
The Great Gilson Bequest - O: Ambrose Bierce; A: Norman Rosten
Blue Murder - O: Wilbur Daniel Steele; A: Hedda Rosten
The Killer Scarf - A: Walter Bernstein from idea by Juliet Bridgeman
The Eye Witness - O: James A. Kirch; A: Norman Rosten
The Mirror - O - Doris Gilbert
A Clear Case of Suicide - O - Hannah Grad Goodman
The Trumpet of Doom - O - Peggy Phillips
The Fatal Step - O - Jane Donner
Operation Murder - O: R.Zacks; A:W.Bernstein

FAITH BALDWIN THEATER

Script editor Barry-Enright; Scripts are $250 for half-hour adapatations of Faith Baldwin stories; No hiatus.

My Beloved Wife - A - Allen Boretz
Bride from Broadway - A - Boretz & R.Sully
Follow Fat Flora - A - Joseph Johnston
Fountain of Youth - A - Joseph Johnston
A Doctor's Dream - A - Joseph Johnston
Portrait of Niki - A - Boretz & R.Sully
I'm Not for You - A - William Noble
When a Wife's Away - A - Sumner L.Elliott
Waiting for Love - no info available
Woman Overboard - William Noble

The Sun of Arms - 0 - 5 Peals & 7 Courses
The Ale Bells - 0 - Walter Ernest Weaver
Treasurer; 30 bell; unsolicited
Date Tower Bell - 0 - Tim Peals Printers

[illegible] - Sunday July 5, 1953

Morning Ringing - St. Philip Parish at [illegible]
[illegible] for religious [illegible] on [illegible] occasions
[illegible] have [illegible] to [illegible] upon [illegible] of [illegible] equal to the [illegible]
[illegible] an [illegible] [illegible] [illegible] [illegible]

The Lord Protector - 0 - [illegible]
The Westfield - 0 - [illegible]
[illegible] - 0 - [illegible]
[illegible]

[illegible]

[illegible] Ringing at [illegible]: Service are [illegible] [illegible] for [illegible] [illegible] of [illegible] [illegible] [illegible]

FIRESIDE THEATER

Script Editor - Brewster Morgan at Compton Advtg Hollywood; Price depends on the property....half-hour love, mystery & comedy scripts (on film). Hiatus - Last show on June 26; Returns August 28. Summer replacement is the Fireside Arena Theater (see Pg1)

The Case of Marion Goodwin - O - Byron Bowen
Miggles - O: Bret Harte; A: Arnold Belgard
No Children, No Dogs - O - Sam Harrison
Flight 13 - O - David Boehm & Joseph Mischel
Neutral Corner - O - William R. Cox & Leslie Urbach
Looking Through - O - Curt Siodmak
Drums in the Night - O - Frank Wisbar
Child in the House - O: Jo Pagano; A: D. A. Jowett
Hottest Day of the Year - O - Frank Wisbar
Substance of His House - O: Brena Weisberg; A: David V. Robinson
Going Home - O - Samuel B. Harrison
Gallagher - O: Richard Harding Davis; A: Wells Root
Malchi's Cave - no info available
Shifting Sand - O: Margaret McDonell; A: Wells Root
Eleventh Hour - O: Perceval Gibbon; A: Arnold Phillips
Unwritten Column - O: Edward P. Bailey; A: James Gunn
The Gentleman from La Porte - O: Bret Harte; A: Brenda Weisberg
Hot Spot - O: Margaret McDonell; A: Wells Root
Close Shave - O: Grace McGovern Cooke; A: D.A.Jowett & Brewster Morgan
The Celebrated Mrs. Rowland - O: George Zuckerman; A: Brewster Morgan & James Gunn
The Tunnel - O - Gabrielle Windsor
Hope Chest - O - Brenda Weisberg
The Amber Code - O: Harriet Prescot Spofford; A: Adele Commandini & Edith Martin
Man Without a Country - O: Edward Everett Hale; A: Mark Kearney & Frank Wisbar
The Green Convertible - O - Jack Harvey & James Gunn
Hired Girl - O: Georges Sand; A: Arthur St. Claire

FORD THEATER

Script Editor - Lois Jacoby at K&E; Scripts were approximately $500-750 for one hour adaptations of plays and novels. Hiatus - Last show June 29 - return indef).

Alice in Wonderland - O: Lewis Carrol; A: Lois Jacoby
Cause for Suspicion - O: Peggy Lamson; A: Joseph Liss
Spring Again - O - Isobel Leighton & Bertram Bloch
The Golden Mouth - O: Charles S. Beldon & Frederic Stephani; A: Jos. Liss
The Ghost Patrol - O: Sinclair Lewis; A: William Kendall Clarke
Heart of Darkness - O: Joseph Conrad; A: Joseph Liss
Ticket to Oblivion - O: Robert Parker; A: George Oppenheimer
The Touchstone - O: Edith Wharton; A: J. D. Ross & Lois Jacoby
Three in a Room - O: Walter Karig; A: George Oppenheimer
Dead on the Vine - O: Alice Fellows; A: Joseph Liss
Night Over London - A - David Davidson from novel "Monday Night" by Kay Boyle

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HANDS OF DESTINY

Script Editor - Charles Mann of DuMont; Half-hour scripts are approximately $225 for original mystery, psychological and suspense dramas; No hiatus. Was staff-written until March by Larry Menkin & Charles Speer. Now free-lance.

The Masquerading Ming - O: Ellis Kadison
Suspect Number One - O: Chris Riland
Three Were Careless - O: Lou Leaf
Murder Calls The Clues - O: Kirby Hawkes
Quartet For Murder - O: Lawr&Virg Dugan
The Smiling Buddha - no info available
The Threat - O: Lawr & Virginia Dugan
A Sense of Guilt - O: R.N. Brant
Dead Men Tell Tales - no info available
The Day I Forgot - no info available

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KRAFT THEATER

Script Editor - Ed Rice at J. Walter Thompson; Prices of hour scripts depends on property; Adaptations and originals of quality. No hiatus.

Michael Mary - O: A.A.Milne; A: Eric Hatch
Village Green - O: Carl Allenswirth; A: R. Howard Lindsay
Rip Van Winkle - O: Washington Irving; A: R. H. Lindsay from Joseph Jefferson's play
Paper Moon - O - Peggy Phillips
Kelly - O: Eric Hatch; A: R. H. Lindsay
The Best Years - O; Raymond Van Sickle; A: R. H. Lindsay
Spring Green - O - Florence Ryerson & Colin Clements
A Sound of Hunting - O: Harry Brown; A:RHL
The Glass Mountain - O: Bruce Kimes; A:RHL
Engaged - O: W. S. Gilbert; A: RHL
The Fortune Hunter - O: Winchell Smith; A: RHL
Jane Eyre - O: Charlotte Bronte; A: RHL from adapt by Helen Joseph
Delicate Story - O - Ferenc Molnar; A: RHL
On Stage - O: Benjamin Kaye; A: RHL
Of Famous Memory - O: E. B, Ginty; A:RHL
The Silent Room - O - Joe Bates Smith
Yours Truly - O: Adelaide Matthews; A:RHL
Mrs. Dane's Defense - O: Howard Arthur Jones; A: RHL
Mr. Mergenthwirker"s Lobblies - O - David Kent & Nelson Bond
Brief Music - O - Emmett Lavery
Brief Candle - O: Robert Hare Powel; A: RHL
Till Death Do Us Part - O: Leo Tolstoy; A: RHL
The Intimate Strangers - O: Booth Tarkington; A: RHL
A Play For Mary - O: William McCleery; A: RHL
Ben Franklin - O: Louis Evans Shipman; A: RHL
A Seacoast in Bohemia - O - Ben Radin
Stranglehold - O - Channing Pollock

LIGHTS OUT

Script Editor - H. Philip Minis at NBC; Half-hour scripts are approximately $350 for originals; $200 up for adaptations of supernatural stories that satisfy both the logical and the credulous. No more than one major & two minor sets. No hiatus.

Masque - O - Hal C. Hackady
The Men in the Mountain - O - Harv Muheim
Jaspar - O - Edward Mabley & Otis Clements
The Haunted Skyscraper - O - Ferrin Frazer
Birds of Time - O: Eliz Sanxay Holding; A: A.J.Russell & Beth Laurence
The Bottle Imp - O: Robert Louis Stevenson; A: Richard E. Davis
For Release Today - O - Peggy Phillips
The Masque of the Red Death - O: Edgar Allen Poe; A: H. Hackady
The House of Dust - O - A. J. Russell
Curtain Call - O - Frank Daly
Strange Legacy - O - Marcia Harris
The Dispossessed - O - Max Wilk & Lee Rogow
The Man With the Astrakhan Hat - O: Walter C. Brown; A: Ernest Kinoy
Leda's Portrait - O - Ira Levin
Western Night - O - Robert Finch
The Power of the Brute - O - A.J.Russell
The Mad Dullaghan - O - Aaron Weingarten
The Crushed Rose - O - Edgar Marvin
The Witness - O - Ernest Kinoy
The Fonceville Curse - O - Hal & Jerry Hackady
Grey Reminder - O: Edith Wharton; A: Robert Henney
The Lost Will of Dr. Rant - O: M.R.James; A: Doris Halman
Dead Man's Coat - O - Wyllis Cooper
Cat's Cradle - O: Jerome Barry; A: A.J. Russell
The Pattern - O - Ira Levin
The Martian Eyes - O: Henry Kuttner; A: George Lefferts
Pit of the Dead - O - Wyllis Cooper

ROBERT MONTGOMERY - LUCKY STRIKE THEATER

Script Editor - Frances Head at the John Gibbs Office; Hour scripts on assignment; price varies according to property - uses adaptations of screenplays only; Hiatus - Last show July 2 - Returns Sept 10. - continued on next page -

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LUCKY STRIKE THEATER (Continued)

Mrs. Mike - O: N&B Freedman; A: Thom Phipps
Kiss & Tell - O: FH Herbert; A: Irv Neiman
Victoria Regina - O: Lawrence Houseman
A: Robt Montgomery
Quicksand - O: Robt Smith; A: R. Morrison
A Star Is Born - A: Alvin Sapinsley
The Last Tycoon - O: FS Fitzgerald
A. Thomas Phipps
The Young In Heart - A: Gilbert Seldes
Dark Victory - A: T&M Ferro
Stairway to Heaven - A: A. Sapinsley
The Bishop's Wife - A: Peter Barry
Ladies in Retirement - O: Edw Percy &
Reg Denham; A: E Marcus
The House of Seven Gables - O:
N Hawthorne; A: IG Neiman
For Love or Money - O: F. Hugh Herbert;
A: Irving G. Neiman

LUX VIDEO THEATER

Script Editor - Ed Rice at J. Walter Thompson; Half-hour scripts; prices dependent on property. No stict limitations on scripts although comedies rarely used. Hiatus - Last show June 25 - Returns August 27.

The Lovely Menace - C&A: Eric Hatch
Down Bayou DuBac - O: Barry Benefield;
A: Robert Cenedella
A Child is Born - O: S Vincent Benet
A Well Remembered Voice - O: J M Barrie
The Purple Door-Knob - O: W P Eaton
Purple and Fine Linen - O: Mag Edginton;
A: Denis Johnston
Manhattan Pastorale - O: Matt Taylor;
A: Robt Cenedella
The Shiny People - O&A: Eric Hatch
The Choir Rehearsal - O: Claire Kummer
Abe Lincoln in Illinois - O: R Sherwood
To the Lovely Margaret - O: P&T Allred
The Irish Drifter - O: Charles Devlin
Not Guilty...Of Much - O: Eric Hatch
Long Distance - O: Harry W. Junkin
No Shoes - O: Lawrence duPont
Treasure Trove - A: Harry Junkin
The Old Lady Shows Her Medals -
O: Sir James M Barrie
Column Item - O: Carol Warner Gluck
Heritage of Wimpole Street - O: R Knipe
Hit and Run - O: Max Shoub
The Speech - O: Lawrence duPont
The Sire de Maletroit's Door -
O: Robert L Stevenson
Local Storm - O: Harry Junkin
Wild Geese - O: Charles C Dobie
Sweet Sorrow - O: John Whedon
Consider the Lilies - O: L duPont
Weather for Today - O: Ted Kneeland

MUSICAL COMEDY TIME - Last show was March 19, 1951

Scripts paid approximately $500-1000 for one-hour adaptations of Broadway hit musical comedies.

Hit the Deck - A: David Shaw
Babes in Toyland - O: Victor Herbert;
A: Alexander Kirkland
Miss Liberty - O: I Berlin & R Sherwood;
A: Siegfried Herzig
Louisiana Purchase - O: Irving Berlin;
A: David Hughes
Mademoiselle Modiste - O: Victor Herbert
A: Alexander Kirkland
Revenge with Music - O: Arthur Schwartz&
Howard Dietz; A: S deBaun
No, No, Nanette - O: Vincent Youmans;
A: Alexander Kirkland
Flyinf High - O: B G DeSylva, Lew Brown,
John McGowan; A: A K'land

NASH AIRFLYTE THEATER - Last show was March 15, 1951

Used adaptations of classic stories & plays & occasional originals of high caliber.

The Windfall - O: Erskine Caldwell;
A: Norman Lessing
Molly Morgan - O: John Steinbeck;
A: David Shaw

The Kind Mr. Smith - O: William J Locke; A: Norman Lessing
Waltz Draem - O: Oscar Straus; A: A Krich
The Lipstick - O: Mary Roberts Rinehart; A: Alvin Sapinsley
The Pot of Gold - O: Jo Cheever; A: Ellis Marcus
The Case of the Calico Dog - O: Mignon G Eberhart; A: M Lampell
Crisis - O: Phyliss Duganne; A: W Bernstein
Peggy - O: Rachel Crothers
Pearls are a Nuisance - O: Ray Chandler A: Jerry Marvin
A Kiss for Mr. Lincoln - O: Louise Mabie A: Alvin Sapinsley
Scandalous Conduct - O: Robert Carson; A: David Shaw
Fiddling Fool - O: Ben Ames Williams; A: Norman Lessing
The Professor's Punch - O: Steph V Benet. A: Mel Goldberg

PHILCO PLAYHOUSE

Script Editor - Julian Claman at Talent Associates; One-hour scripts, paying approximately $500-1000 for adaptations of plays & novels & originals. Hiatus details indefinite.

Bonanza - O: Ben Martin; A: Steven deBaun
Decoy - O: Abram S Ginnes; A: William Fay
The Pupil - O: Henry James; A: S deBaun
Leaf Out of a Box - O: Margaret Cousins; A: Steven deBaun
The Last Diplomat - O: Oscar Shisgall A: Mary Orr & Reginald Denham
Confession - O: Gertrude Schweitzer; A: David Shaw
The Great Escape - O: Lt. Paul Brickhill; A: Joseph Liss
Matter of Life and Death - O: J&W Hawkins; A: Abram S Ginnes
Kitty Doone - O: Aben Kandel; A: Joan Crowley
Let Them be Sea Captains - O: H R Hayes;
The Man Who Bought a Town - O: Max Wilk & Lee Rogow; A: M Wilk
Justice & Mr Pleznik - O: Arthur T Horman; A: Thomas W Phipps
Rescue - A: David Shaw
No Medals for Pop - O: Henry K Moritz;
The Dark Corridor - O: Richard Reich; A: Steven deBaun
Bulletin 120 - O: Joseph Liss
Parnassus on Wheels - O: Chr Morley; A: Thomas W Phipps
Routine Assignment - David Swift & Tom Seidel
Hour of Destiny - O: Jean Owen; A: Wm K Clarke
The Birth of the Movies - O: H R Hayes & Bob Aurthur
Mr Arcularis - O: Conrad Aiken; A: Nelson Olmsted
A secret Island - O: Honore de Balzac; A: Paul Peters
The Visitor - O: Carl Randau & Leane Zugsmith; A: Kenneth White
The Adventures of Hiram Holliday - O: Paul Gallico; A: Alex Kirkland
The Fast Dollar - O: Max Wilk

PRUDENTIAL PLAYHOUSE - Last show was March 27, 1951

Script Editor - Jerry Horwin at CBS. Scripts paid $500 for adapts plays, novels

Over Twenty-One - O: Ruth Gordon; A: Alvin Sapinsley
Burlesque - O: Geo M Watters & Arthur Hopkins; A: D Shaw
Skylark - O: Samson Raphaelson
Icebound - O: Owen Davis; A: David Shaw
Berkely Square - O: John Balderston; A: David Shaw
Ruggles of Red Gap - O: Harry L Wilson; A: Alvin Sapinsley
One Sunday Afternoon - O: James Hagen; A: Elizabeth Hart
The Bishop Misbehaves - O: F Jackson; A: David Shaw

PULITZER PRIZE PLAYHOUSE

Script Editor - was Margaret Wilder at Young & Rubicam, and script prices varied with the properties, which were all adaptations of originals by Pulitzer winners.... However, the program departs after June 29, to be replaced on CBS-TV next Fall with a one-hour straight dramatic series.

SOMERSET MAUGHAM THEATER

Script Editor - Frances Head at the John Gibbs Office; Script range is $500 to $750 for one-hour adapatations; program switched from its half-hour format when it moved to NBC on April 2; all but 3 scripts are adaptations of Maugham. No hiatus.

Round Dozen - A: Cecile Robinson
Footprints In The Jungle - A: Felix Jackson
Virtue - A: Agnes Ekhardt
Treasure - no information
The Man From Glasgow - A: Robert Shaw
The Vessel of Wrath - A: DeWitt Bodeen
Honolulu - A: Peter Michael
Partners - O: Jack London; A: Sam Elkins
Romantic Young Lady - A: Theo,Mata Ferro
The Dream - A: Thomas Phipps (M Ritt idea)
The People You Meet - O: John Cheever
A: Agnes Ekhardt
The Out Station - A: Adrian Spies
Back of Beyond - A: Richard Morrison
Halfway to Bway - O: Arthur Stringer
A: Robert Sloane
The Luncheon - A: Irving Gaynor Neiman
End Of Flight - A: Robert Shaw
Of Human Bondage - A: T&M Ferro (1st Hr)
Theater - A: Irving Gaynor Neiman (Hr)
Moon & Sixpence - A: Walter Bernstein(Hr)
The Facts of Life - T&M Ferro
Cakes & Ale - A: DeWitt Bodeen
The Narrow Corner - A: Robert Shaw

STARLIGHT THEATER

Script Editor - Jerry Horwin at CBS; Half-hour scripts pay approx $350 for adaptations with a romance theme. No hiatus.

Man In The Room - O: Vina Delmar
A: Catherine Turney
Two White Horses - O: Christopher LaFarge
A: Joseph Hayes
Relatively Speaking - O: Manya Starr
Be Nice to Mr Campbell - O: Robert Lowery
A: Elizabeth Hart
Julie - O: John T Foote; A: Hy Kraft
The Magic Wire - O: Felicia Gizycka
A: Leo Penn
Miss Buell - O: Richard Sherman
A: Do Ettlinger
Season For Marriage - O: John Cheever
A: Hy Kraft
Magnifiscent Faker - O: William Worden
A: Martha Alexander
Bernice Bobs Her Hair - O: FS Fitzgerald
A: Hy Kraft
The Comeback - O: Eric Hatch
The Fascinating Mr Hogan - O: Wm Brucker
A: Manya Starr

STUDIO ONE

Script Editor - Jerry Horwin at CBS; One-hour scripts pay approx $500 for originals and adaptations of plays, novels & short stories. Hiatus - Last show: June 11; Returns: Sept 17; using reprises of CBS script properties this summer.

Track of the Cat -O: W Van T Clark
A: Betty Young
Trial of John Peter Zenger-O: Irv Tunick
Public Servant - O: Hugh Pentacost
A: Judson Phillips
The Target - O: Rita Weiman; A: Bty Loring
None But My Foe - O: David Duncan; A:Miner
The Way Things Are - O: Jo Lawrence; A: "
The Ambassadors - O: Henry James
A: Miner & Lois Jacoby
One Pair Of Hands - O: Monica Stevens
A: Tony Miner
A Chill on the Wind - O: Edw Gibbons;Miner
Case of Karen Smith - O: Viola Shore
A: Mona Kent
Wintertime - O: Jan Valtin; A: R Anderson
Shake The Stars Down -O: Pamela Frankau
A: Henry Meyers
Strait & Narrow - O: Geoffrey Cotterell
A: Joseph Liss
The Happy Housewife - O: Hedda Rosten
Portrait By Rembrandt - O: Irv Tunick
No Tears For Hilda - O: Andrew Garve
The Old Foolishness - O: Paul V Carroll
A: Joseph Liss
Chance For Happiness - O: James Ronald
A: Ted Berkman
Here Is My Life - O: Rita Weiman
Shield For Murder - O: Wm P. McGivern
A: Irv Tunick
Coriolanus - O: Wm Shakespeare; A: Miner

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SURE AS FATE - Last Show was April 3, 1951

Script Editor - Jerry Horwin at CBS; One-hour scripts paid $350-450 for adaptations and originals dealing with psychological drama.

Nightfall - O: David Goodis; A: M Ehrlich
Tremolo - O: E Borneman; A: Mel Goldberg
Macbeth - O: Wm Shakespeare; A: Peter Fry
Distinguished Gathering - O: James Parish; A: Mary Orr & R Denham
The Devil Takes a Ride - O: Joe B Smith & Max Ehrlich
The Rabbit - O: Morton Grant; A: P Higley
One in a Million - O: Victor Wolfson
Errand for Noonan - O: Charles O'Neill
The Guinea Pigs - O: Dr T Bawer; A: Sam Locke

SUSPENSE

Script Editor - Jerry Horwin at CBS; Half-hour scripts approximately $250-450 for adaptations of stories dealing with sympathetic character in danger. No hiatus.

The Mallet - O: James Hilton; A: Mary Orr& Reginald Denham
Dancing Dan's Christmas - O: Damon Runyon; A: Halsted Welles
The Tip - O: Carl V Abrams; A: M Ehrlich
Death in the River-O: A Catherine Green; A: Halsted Welles
Tough Cop - O: Howard Aldridge; A: Alvin Sapinsley
The Fool's Heart - O: E M Rhodes; A: Ruth Woodman
Deadfall - O: Arnold Hamilton; A: Victor Wolfson
The Rose Garden - O: S L Elliott; A: Mary Orr & R Denham
Night Break - O: E Newman & Arthur Ross; A: Max Ehrlich
Double Entry - O: Alvin Sapinsley
The Victim - O: Wm Porter; A: V Wolfson
Margin for Safety - O: V Wolfson
Dr Jekyll & Mr Hyde - O: R L Stevenson; A: H Welles
On a Country Road - O: Walter Bazar; A: H Welles
The Three of Silence - O: A Sapinsley
Go Home Dead Man - O: K Bennett; A: H Welles
The Foggy Night Visitor - O: R Patterson
The Juice Man - A: H Welles (idea by Robt Patterson)
No Friend Like an Old Friend - O: John Cleary; A: Ruth Woodman
Murder in the Ring - O: Raoul Whitfield; A: H Welles
Too Hot to Live - O: Sam Rolfe; A: Ruth Woodman
Escape This Night - O: Robt Stevens; A: H Welles
Vamp Till Dead - O: J M Hayes & E Jack Newman; A: M Ehrlich
The Call - O: Bethel Lawrence; A: H Welles
De Mortris - O: John Collier; A: Victor Wolfson

THE WEB

Script Editor - Jack Turner at Goodson-Todman; Scripts approximately $350-400 for adaptations from the stories of top mystery writers. Credits must be submitted with scripts. No Hiatus.

Fifty Dollar Reward - O: L G Blochman; A: Robert Wallsten
The Friendly Hearts - O: Louis Pelletier & Jack Finke
Stone Cold Dead - O: Richard Ellington; A: Ellington & Arthur Heineman
Dark Legacy - O: William McGivern; A: Marie Baumer
The Man Who Had No Friends - O: Hugh Pentecost
Essence of Strawberry - O: Nigel Kneole; A: Alvin Sapinsley
You Killed Elizabeth - O: Brett Holliday; A: Robert Wallsten
The Crisis of Dirk Diamond - O&A S Locke
The Wallet - O: Joseph Hayes; A: Hayes

GUESS AS THEY - Last Seen [illegible] 3, 1[illegible]

Senior Editor - Jerry Jones as CEO; Sad-[illegible] [illegible] for adaptations of stories dealing with [illegible] [illegible]

The Dealer - Dr. James Miller; A: [illegible]
Dominic Fumbo
Lucky Sam's Gravidness - Dr. Denis [illegible]
A: Michael Vellon
The Gig - Dr. Carl T Jones; A: A [illegible]
[illegible] in the Corner-Dr. [illegible]
A: Bernard Wallace
[illegible] - Dr. Donald Aldridge; A: [illegible]
Dominic
The Jack's Bear - Dr. S R Lucas;
A: John Woodman
Inertia! - Dr. Donald Aldridge; A: Tiger
Wolfe
The Time Jacket - Dr. S J Gilroy;
A: Mary Ann S D Brown
Night Break - Dr. S Brown, J Arthur Jones;
A: Ben Tarling
Double Jump - Dr. Edwin Gerstenzaf
The Vicar - Dr. Ed Porter; A: [illegible]
Bundle for Nobody - Dr. T Watson
Dr. Morris & Mr. Gibb - Dr. R J [illegible]
A: D Watson
In a Foreign Land - Dr. Martin Dexter;
A: D Watson

The Jack - Dr. [illegible] Dr. Jones - [illegible] Dr. J Gilroy
Dr. Gibb Lost Pen - Dr. [illegible]
A: D Watson
Dr. Morris Plays Matinee - Dr. [illegible]
A: Ben Tarling
Dr. Morris Plans - Dr. Dr. J Gilroy; A:
Ben Tarling

[illegible]

Senior Editor - Jerry Jones as CEO; Sad-[illegible] [illegible] for adaptations of stories dealing with [illegible] [illegible]

First Dollar Reward - Dr. J C Blackburn;
A: Robert Wallace
The Friendly Shark - Dr. Cecil Maillard;
Jack Allen
Green Gold Road - Dr. Richard Gillespie;
A: Kingsley A Arthur
Jungle
Face Lesson - Dr. William [illegible];
A: Merle Jones

The Dance of Business - Dr. J C Blackburn
Dr. Gibb Lost Pen - Dr. [illegible]
A: D Watson
Dr. Morris Plays Matinee - Dr. [illegible]
A: Ben Tarling
Dr. Morris Plans - Dr. Dr. J Gilroy; A:
Ben Tarling

[illegible]

Senior Editor - Jerry Jones as CEO; Sad-[illegible] [illegible] for adaptations of stories dealing with [illegible] [illegible]

Dr. Gibb Lost Pen - Dr. [illegible]
A: D Watson
Dr. Morris Plays Matinee - Dr. [illegible]
A: Ben Tarling
Dr. Morris Plans - Dr. Dr. J Gilroy; A:
Ben Tarling

STAFF-WRITTEN DRAMAS

A Date With Judy - Aleeen Leslie
Aldrich Family - Norman Tokar & Ed Jurist
Big Town - Chas Robinson, Alvin Boretz, Joe Ruscoll
Big Story - Bernard Prockter staff
Captain Video - M.C. Brock
Charley Wild - Shirl Hendrix & Stanley Niss
Crime Photographer - were staff, now free-lance at $500
Ellery Queen - Ethel Frank, now on assgt by Eugene Burr
First Hundred Years - Jean Holloway
The Goldbergs - Gertrude Berg
Hands of Destiny - now free-lance, pays $225 (was Larry Menkin & Charles Speer) at DuM
Leave It To Papa - Nick Consentino
Mama - Frank Gabrielson
Martin Kane - Joel Sayre, St. Clair McKelway...now Kenny Kane & Don Sanford
Miss Susan - Norman Lessing & Ellis Marcus
One Man's Family - Carleton Morse
Gabby Hayes - Horton Foote & Jerome Coopersmith
The Plainclothesman - Gil Brown
Rocky King, Detective - Roscoe Karns & Free-lance at $250 (Packager - Gerry Layton)
Man Against Crime - Lawrence Klee
Trapped - Frank Wayne
Mr. & Mrs. Mystery - John Gay
Treasury Men In Action - Bernard Prockter staff
Tom Corbett, Space Cadet - Albert Aley
Two Girls Named Smith - Peter Barry & Richard Lewis
I Cover Times Square - Harold Huber

COMING ON

Cameo Theater - Scripts by Harry Junkin
Door With No Name - Irv Tunick & Martha Wilkerson
Fireside Arena Theater - Ethel Frank
Manhunt - Editor is Julian Claman at Talent Associates
Shadow of the Cloak - Editor is Charles Mann at DuMont

THE WEB - Continued

Thread of Life - O: Will Oursler; A: Ellis Marcus
Murder for Laura - O: Ira Knaster; A: Robert Wallsten
Key Wotness - O: B Fischer; A: S deBaun
The Shadowy Man - O: P Johnson; A: A H'man
Finders Keepers - O: L Pelletier & J Finke
Incident in a Blizzard - O: Ruth M Harris; A: Alvin Sapinsley
The Great Diamond Discovery - O: R M'auley
Guardian Angel - O: Marie Baumer
Mr Fish - O: L G Blochman; A: R Wallsten
The Dream - O: Sarett Rudley
The Kid I Killed Last Night - O:Day Keene
Solid Gold - O: L Pelletier & J Finke
Trojan Horse - O: Francis Tinkham; A: Alvin Sapinsley
The Judas Bullet - O: Walter C Brown; A: Arthur Heineman
A Switch in Time - O: John G Cole
Cops Must Be Tough - O: Thomas Walsh; A: Max Ehrlich
All the Way Home - O: Charlotte Armstrong; A: Marie Baumer
Checkmate - O: Hugh Pentecost

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[illegible] - Alonzo Lewis
[illegible] - Thomas Jones & Ed Jones
[illegible] - Tom Robinson, Alvin Brown, Joe Russell
[illegible] - Burnett [illegible]
[illegible] - W.C. Jones
[illegible] - Ralph Burkin & Stanley Hine
[illegible] - [illegible], Mr. [illegible] at [illegible]
[illegible] - Ethel Stone, Jay [illegible] by Bunny Barr
[illegible] - Jimmy Williams
[illegible] - [illegible]
[illegible] - Mr. Fox-Lewis, Jerry [illegible] (Mr. Jerry Martin & Tommy Jones) in [illegible]
[illegible] - Alan Cunningham
[illegible]
[illegible] - Lord Jerry, Mr. Claire McGuinness...Mr. Jerry Bone & Jim Bentley
[illegible] - Thomas Lawrence & Ellis Morse
[illegible] - Carlton Morse
[illegible] - Jerry Jones & Jerome Cunningham
[illegible] - Gil Jones
[illegible] - Tommy Jones & Bob-Lou - by John [illegible] - Jerry Lawson)
[illegible] - Lawrence Jones
[illegible]
[illegible] - John Day
[illegible] - [illegible] Jerry used?
[illegible] - Lawrence Jones
[illegible] - Jerry Jones & Jerry Lewis
[illegible] - Gerald Taylor

[illegible]

[illegible] - Jerry [illegible]
[illegible] - Ed Jones & Jerry Williamson
[illegible] - John Jones
[illegible] - [illegible] Jerry Jones
[illegible] - Jerry Jones

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[illegible] - [illegible]
[illegible] - Ed Jones
[illegible] - [illegible] Jones
[illegible] - [illegible]
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[illegible] - [illegible]

Sun(10) - CBS(Ch2) -- 4-6pm; HIGHLIGHT; Final Round of the Palm Beach Round Robin Invitational Golf Tourney; from Wykagyl Country Club, New Rochelle, NY to the net via WCBS-TV; Sponsor(5-6pm) - Palm Beach Company; Agency - Ruthrauff & Ryan; Prod-Dir - Judson Bailey CBS; Commentary - Ted Husing, John Derr & Johnny Farrell; competitors will include Bobby Locke, Cary Middlecoff, Jimmy Demaro

WOR(Ch9) -- 10:45-11pm; DEBUT; Ethel Colby's Curtain Call; new theatrical news & interview show with Ethel Colby, drama critic of the NY Journal of Commerce, as MC; Sponsor - Regens Cigarette Lighters; Agency - Silberstein-Goldsmith; Packager - Milverne Prod'ns; Producers - Vernon Becker & Milton Schwartz; Director - Roy Meredith WOR; first guest will be Jack Pearl.

Mon(11) - CBS(Ch2) -- 11-11:15pm; DEBUT; Chronoscope; from WCBS-TV to the net; new world events discussion show with a three man panel; Sponsor - Longines; Agency- Victor A. Bennett; Producer-Director - Alan Cartoun at Longines; Host - Frank Knight; Editor - Frank W. Taylor; panel will be composed of Henry Hazlitt & Frank Taylor as permanent members with one weekly guest; first guest to be Admiral William Blandy(former commander of the Atlantic Fleet).

NBC(Ch4) -- 11:30-11:45am Mon-Fri; DEBUT; Here's Looking At You; WNBT only; new fashion & beauty show with Richard Willis as MC; Prod-Dirs - Dwight Hemion & John Stearns WNBT; show is sustaining.

WOR(Ch9) -- 10:45-11pm; DEBUT; Nose For News; new news photography discussion show featuring a panel of news photographers; Sponsor - Lathercap; Agency-Packager - Sid Robbins; Director - Roy Meredith WOR; MC - Fred Darwin.

Sat(16) - CBS(Ch2) -- 9-9:30pm; DEBUT; Faye Emerson's Wonderful Town; from WCBS-TV to the net; Faye Emerson in a new format highlighting a different city each week; with guests & films; Sponsor - Pepsi-Cola; Agency - Biow; Producer - Gil Fates;(The Faye Emerson Show now on ABC-TV will continue thru June 22).

9:30-10pm; CHANGE; The Show Goes On; from WCBS-TV to the net; show moves to this new day & time from Thu 8:30-9pm; Sponsor - Amer Safety Razor; Agency - McCann-Erickson; Producer - Lou Melamed CBS; Director - Frank Satenstein CBS; show stars Robert Q. Lewis; Music - Ray Bloch & orch.

NBC(Ch4) -- 4:30-5pm; HIGHLIGHT; The 83rd Belmont Stakes Race; from Belmont Park via WNBT to 38 stations of the NBC net plus 14 via kine; Sponsor - Gillette; Agency - Maxon; Producer - Bill Garden NBC; Director - Jack Dillon NBC; Commentary - Sammy Renick, Ray Barrett & Bryan Field; show will also be on NBC radio.

9-10pm; DEBUT; Midwest Hayride; from WLW-T Cincinnati to the net; network debut of musical-variety show; sponsorship will be co-op.

LAST WEEK'S CHANGES

ABC - Penthouse Party-Fri 8:30-9pm from WJZ-TV to the net; show departed after performance on June 8; Sponsor - Best Foods; Agency - Benton & Bowles; Packager - Lester Lewis; MC - Betty Furness; Director - Bob Doyle ABC; show will be replaced by The Ruggles which moves from Wed 8-8:30pm(via kine from KECA-TV Hollywood).

[illegible] - [illegible] -- [illegible]

[illegible] -- [illegible]

[illegible] - [illegible] -- [illegible]

[illegible] -- [illegible]

[illegible] -- [illegible]

[illegible] - [illegible] -- [illegible]

[illegible] -- [illegible]

[illegible] -- [illegible]

[

CBS - Racket Squad; new dramatic series(on film)which debuted June 7(Thu 10-10:30pm; from WCBS-TV to the net); show is replacement for "Truth Or Consequences" which departed after performance on May 31; Sponsor(for both) - Philip Morris; Agency - Biow; Producer - Hal Roach Jr; Assoc Producer - Carroll Chase; Director - Frank MacDonald; Reed Hadley stars as permanent lead; first show will be "The Sure Thing" by Arthur Orloff.

Bigelow Theater; show departed for the summer after performance on June 3; due to return on Sept 9; replacement not yet set; show was seen Sun 6-6:30pm,(film).

Frank Sinatra Show(Sat 9-10pm; from WCBS-TV to the net); show departed after performance on June 9; time will be filled by "Faye Emerson's Wonderful Town" & "The Show Goes On"(See This Week for Saturday).

The Florian ZaBach Show(Sat 11-11:15pm; WCBS-TV only); show departed after performance on June 2 - return is indefinite.

The Ken Murray Show(Sat 8-9pm; from WCBS-TV to the net); show departed for the summer after performance on June 2 - returns Sept 8; summer replacement will be "Budweiser Summer Theater" a series of feature films, 9 of which will be J. Arthur Rank productions filmed in England.

DuM - Johns Hopkins Science Review(Tue 8:30-9pm; from WAAM Baltimore to the net); show ended current series on June 5; summer series will consist of 7 kinescope showings of previous programs plus 5 live shows; fall series will begin on Sept 11.

FUTURES

June 18 - CBS -- Meet The People; new documentary series which will feature sightseeing trips about NYC; show will be seen Mon,Wed,Fri 3:30-4pm from WCBS-TV to the net; Producer-Director - Rai Purdy CBS; MC -Mike Wallace; show is sustaining.

June 19 - ABC -- Jesse's TV Notebook; new women's homemaking & cooking show with Jessie DeBoth as MC; show will debut in the 12:30-1pm slot Tue; from WJZ-TV to the net; Director - Burke Crotty; sponsorship will be on a participation basis; sponsors signed to date are Chlorox(thru Honig-Cooper San Francisco), Crosley(thru Benton & Bowles), Beatrice Foods for its La Choy Foods(thru Foote, Cone & Belding).

The Carmel Myers Show; new interview show with Hollywood stars of the past & present as guests; show will be seen in the Tue 7:15-7:30 slot; from WJZ-TV to the net; Director - Bob Doyle ABC; MC - Carmel Myers; show is sustaining.

NBC -- Juvenile Jury; TV version of the radio show will debut this date as summer replacement for the last half hour of the Texaco Star Theater; (Tue 8:30-9pm) from WNBT to the net; Sponsor - Minn. Mining for Scotch Tape; Agency - BBD&O; Packager - Barry-Enright; Director - Craig Allen NBC; MC - Jack Barry.

June 25 - CBS -- Who's Whose; new panel quiz show with Phil Baker as MC; Mon 9:30-10pm from WCBS-TV to the net; show will replace "The Goldbergs" which departs after performance on June 18; Sponsor(for both) - Sanka; Agcy - Y&R; Producer - Lester Lewis; Director - Alex Leftwich; guest panel of 4 will have to guess which men are married to which women from a group of husbands & wives selected from the audience.

July 2 - CBS -- Pantomime Quiz; show will debut this date as summer replacement for "Lux Video Theater" in the Mon 8-8:30pm slot; via kinescope from KTTV Hollywood; Sponsor(for both) - Lever Bros for Lux; Agency - J. Walter Thompson; Packager-MC - Mike Stokey; show will feature a permanent team of Jackie Coogan, Vincent Price, Adele Jergens & Hans Conried competing at Charades against weekly guest teams; guests will include Elyse Knox, Tom Harmon, Jeanne Cagney, Gale Storm, Guy Madison, Marjorie Reynolds;"Lux Video Theater"will return August 27.

Perry Como Show; Mon,Wed,Fri 7:45-8pm; from WCBS-TV to the net; Mel Torme & Peggy Lee replace Perry Como for the summer; Como returns Sept 3; Sponsor - Chesterfield; Agency - Cunningham & Walsh.

July 5 - CBS -- Your Esso Reporter; Thu 9-9:30pm; newsreel show debuts as summer replacement for "The Alan Young Show"; Sponsor(for both) - Esso; Agency-Marschalk & Pratt; Packagers - Telenews & CBS; Producers - Bob Bendick CBS & Jack Tobin at Telenews; Young will return Sept 6; this show will replace "Young" in the east only; midwest replacement will be Meet Corliss Archer; TV version of the radio situation comedy;(on film); Sponsor - Kroger Stores; Agency - Ralph Jones; Packager - James Saphier; Director - Alan Dinehart; Producer - Helen Mack; Lugene Sanders will star as Corliss.

July 6 - NBC -- The Clock; dramatic series returns in the Fri 8:30-9pm slot as summer replacement for "We the People"; Sponsor(for both) - Gulf Oil; Agency-Y & R; Producer - Herb Swope NBC; Director - Not Set; Scripts - H. Philip Minis NBC; We the People's return date not yet set.

CBS -- Schlitz Film Firsts; series of 13 feature films will debut this date in the Fri 9-10pm slot; show replaces "Pulitzer Prize Playhouse" which departs from WJZ-TV Fri 9-10pm after performance on June 29; sponsor will debut new dramatic series in the new CBS time on Sept 14; films to be run during summer series include Turnabout, Let's Live Again, Topper Takes A Trip, Hell's Devils, Gay Intruder, Old Fashioned Girl; Sponsor - Schlitz; Agency - Y & R.

July 7 - NBC -- Tom Corbett, Space Cadet; edited kinescopes of the live show(seen on WJZ-TV & the ABC net Mon,Wed,Fri 6:30-6:45pm) will debut in the 7-7:30 pm slot Sat as summer replacement for "The Victor Borge Show" which will depart after performance on July 1; Sponsor(for both) - Kellogg; Agency - Kenyon & Eckhardt; Packager - Rockhill Radio; Director - George Gould at Rockhill; Borge will return Sept 1.

July 11- NBC -- Four Star Revue; Wed 8-9pm from WNBT to the net; Olsen & Johnson will MC the show on this date; Producer - Leo Morgan at William Morris; Director - Grey Lockwood NBC.

July 12- NBC -- The Freddy Martin Show; new musical show with Freddy Martin & orch will debut this date in the Thu 10-10:30pm time slot as summer replacement for"Martin Kane, Private Eye"; Sponsor(Freddy Martin) - Hazel Bishop; Agency - Raymond Spector; Packager - Freddy Martin(thru MCA); Producer-Director - Perry Lafferty; show will feature Murray Arnold(pianist), Merv Griffin(vocalist); Martin Kane will return on August 30 with Lloyd Nolan in the title role.

[illegible]

July 2 - [illegible] -- [illegible]

July 3 - [illegible] -- [illegible]

July 6 - [illegible] -- [illegible]

[illegible] -- [illegible]

July 7 - [illegible] -- [illegible]

July 11- [illegible] -- [illegible]

July 14- [illegible] -- [illegible]

PROGRAM	NET TIME	GUESTS

(S - Singer; C - Comic; M - Musician; D - Dancer)

FRIDAY JUNE 8

**** All shows for this date were listed in last week's issue.

SATURDAY JUNE 9

Frank Sinatra	CBS 9pm	Phil Silvers, Robert Q. Lewis, Mary Raye & Naldi
Its Up to You	CBS 5:30	Basil Rathbone
Laraine Day	ABC 1pm	Maj. Alexander de Seversky, Johnny Johnston
Sam Levenson	CBS 7-7:30	Phil Silvers

SUNDAY JUNE 10

Celebrity Time	CBS 10pm	Patty Berg, Jimmy Demaret
**COMEDY HOUR	NBC 8pm	JACKIE GLEASON makes first MC appearance; with FRED ALLEN, VIVIAN BLAINE, JOHN CARROLL(S); HAROLD LANG-HELEN GALLAGHER
Leave It...Girls	NBC 7pm	Bill Slater subs for Maggi McNellis; Frank Conniff, Eva Marie Saint, Ilka Chase
Philco Playhouse	NBC 9pm	The Fast Dollar - by Max Wilk; with Vaughn Taylor. Judith Parrish, Pat O'Malley, John Harvey, Maxine Stuart, Roland Wood, Leonard Elliott, William Portrude, Joseph Fallon
Paul Whiteman	ABC 7pm	Anne Jeffreys
Rocky King	DuM 9pm	Murder By the Serpent's Tooth; with Alan Manson, Jane Hoffman, Dulcie Jordan, Mike Kellin
**SHOWTIME, USA	ABC 7:30	Theater Guild Tribute;with MURIEL RAHN & TODD DUNCAN in scenes from PORGY & BESS; RIDGE BOND & OTHERS in scenes from OKLAHOMA; BARBARA FERGUSON & PETER GENARRO in a scene from ARMS & THE GIRL
This Is Show Biz	CBS 7:30	George S. Kaufman returns to regular panel; Joan Bennett, Ray Middleton, Billy Vine(C), Betty George(S)
**TOAST OF TOWN	CBS 8pm	JAN PEERCE, BIL BAIRD PUPPETS, PEGGY RYAN-RAY MacDONALD(D) AMAZING MR. BALLENTINE(M), & preview segment "THE FRONT PAGE"(World Video package) with WALTER ABEL, IAN MARTIN, MARY PATTON, FRED TOZERE.

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NEW SHOWSHEET FORMAT

The TV *STAR BILLING* pages which we have been distributing to Talent executives as a free service these past few months have met with such fine reception that we are incorporating the idea into our own Showsheet..... Look for programs that are prefaced with two stars (**) and with talent names capitalized. They represent - in our opinion - programs which this week are presenting interesting performances by dramatic or variety talent worth catching for future use.

PROGRAM	DAY TIME	CONTENT
[illegible]	[illegible]	[illegible]

MONDAY JUNE 11

Arthur Murray	ABC 9pm	Nancy Andrews, Joey Bishop, Burton's Birds
Hwood Scrn Tst	ABC 7:30	William Eythe; talent hunt winners from Detroit & Chicago
Kate Smith	NBC 4pm	John Sebastian(harm), Oscar Brand(S), Jack Meyand
**LIGHTS OUT	NBC 9pm	PIT OF THE DEAD - BY WYLLIS COOPER; WITH JOHN DALL, JOSEPH BULOFF, BEATRICE KRAFT, WILLIAM DAVID; BILL CORRIGAN resumes as alternate director
Som Maugham	NBC 9:30	The Narrow Corner - adapted by Robert Shaw; Dennis King, Harry Landers, Susan Douglas, Leslie Linder, Nora Dunfee, Thomas Heaphy
Lux Video Thtr	CBS 8pm	Weather for Today - by Ted Kneeland; with Lee Bowman, Lynn Bari, Joseph DiReda, Butterfly McQueen, Leo Bayard, Pick Wigginton
Steve Allen	CBS 12N	James Dunn, Gigi Durston
**STUDIO ONE	CBS 10pm	CORIOLANUS - by William Shakespeare; Adapted by WORTHINGTON MINER; with RICHARD GREENE, JUDITH EVELYN, LOGAN FIELD, FREDERIC WARLOCK, SALLY CHAMBERLAIN, RICHARD PURDY, MURRAY MATHESON, HOWARD FREEMAN, TOM POSTON, JACQUELINE deWIT, CHARLES CARON, ALAN PEVITT, JANE SURREY, DAVID ROTH, JERRY HACKADY, VINCENT O'BRIEN, ELMER LEHR, JOHN HEATH; first commercial presentation of this play in USA
Talent Scouts	CBS 8:30	Gordon Hilstad(S), Howard Preminger(M), June Darrow(S), Arlene Wright(yodeler)
Vanity Fair	CBS 2:45	Ira Brant(M)
Voice F'Stone	NBC 8:30	Dorothy Warenskjold

TUESDAY JUNE 12

Armstrong Thtr	NBC 9:30	The Rookie - by Eli Cantor; with Douglas Watson, Naomi Riordan, Ellen Mahar, Eva Condon,
Cav. of Bands	DuM 9pm	Xavier Cugat & orch, Al Bernie, Carlos Ramirez, Margo & her Caribbeans(D)
Danger	CBS 10pm	Operation Murder - by Robert Zacks; adapted by Walter Bernstein; with Maria Riva, Jerome Thor, Salem Ludwig, Al Penn, Wolfe Bazell, Will Lee
Fireside Thtr	NBC 9pm	Hired Girl - by George Sand; adapted by Arthur St. Claire; with Shirley Jones, James Anderson, Beverly Washburn, Edna Holland, Patricia Wright
Footlights	NBC 11:45am	Radie Harris
Garry Moore	CBS 1:30	Ross & West
**KATE SMITH	NBC 4pm	MARIA TALCHIEF, ANDRE EGLEVSKY, MELISSA HAYDEN - exciting ballet stars; PATRICIA NORTHROP & RIDGE BOND(S), THE KAYOS
Margt Arlen	CBS 1pm	Charleton Heston

[illegible]

[illegible]	ABC 3pm	Danny Andrews, Jerry Mainzer, Preston's Band
[illegible]	ABC 7:30	William Bendix, Eulalie Jensen, Minerva Pious, Dorothy & Chuckie
[illegible]	ABC 9pm	John Colman(host), Conrad Janis(3), Jack Moyers
[illegible]	NBC 8pm	PIT OF THE DEAD - or WHITE COUNTS: WITH JOHN HALL, JOSEPH SCHUTZ, DORETTA MORRY, WILLIAM DUCIS, BILL CONNOWAY [illegible]
[illegible]	NBC 8:30	The Barrow Gang - adapted by Robert Shaw; Jeanne Elan, Jerry Lawrence, Glenn Douglas, Lesile Linder, Nora Marlowe, Thomas Bishop
[illegible]	CBS 9pm	Vacation for Tonight - by Cal Tomlinson; with Lee Bowman, Lynn Bari, Jeanne Crowley, Barrett Kobrown, Lee Sparks, Alice Valentine
[illegible]	CBS 10pm	[illegible] Band, Glen Gordon
[illegible]	CBS 10pm	CONTINUING, by William Chamberlain; directed by [illegible] with Richard Crenna, Joyce Redman, Lucas Fleming, Francesca Varnava, Sally Chamberlain, Richard Hart, Michael Anderson; Howard Fleming, Jon Vernon, Jane Allen Grant, Gordon Gunn, Alec Scott, Lee Bowman, Patti Ann Gong, Jerry Lawrence, Vincent O'Brien, Edna Kane, Jack Ebert, first commercial presentation of this play in USA
[illegible]	CBS 6:30	Gordon Elliott(d), Ernest Tomlinson(i), John Harrow(v), Milton Wright(voice-v)
[illegible]	CBS 6:45	Lee Bennett(A)
[illegible]	NBC 8:30	Dorothy Vernon(i)M

[illegible]

[illegible]	CBS 9:30	The Fugitive - by Kit Carson; with Douglas Watson, Maggi Alverson, Allen Ashby, Pat Gaston
[illegible]	Mut 8pm	Barrie Craig, [illegible], Al Sarto, Dorian Paulsen, Marvin & Jane Dorfman(i)
[illegible]	CBS 10.	Operation Murder - by Robert Tallant; adapted by Walter Brooks; with Ruth Hussey, Jerome Thor, Alexis Thor, Salem Ludwig, Ed Penn, Wolfe Barzell, Will Lee
[illegible]	NBC 8pm	Mirror-Image - by Jeanne Hunt; adapted by Arthur Gr. Gleason; with Murray Hamilton, Sherry Alberoni, Beverly Washburn, Ann Sullivan, Paul [illegible] Wright
[illegible]	CBS Lifesaver Music Service	
[illegible]	CBS 11:30	Home & Away
[illegible]	NBC 8pm	Santa Claus(?), Anne Sullivan, William Lynch - variations, Sally Ahrens, Patricia Morrison & Vince Barnett(i), Jan Miner
[illegible]	CBS 10pm	Charlayne Woodard

TUESDAY JUNE 12(Continued)

Steve Allen	CBS 12N	Faye Emerson, Joe Bushkin(M), Howard & Wanda(Novelty), Miriam Yaron(S)
Suspense	CBS 9:30	De Mortuis - by John Collier; adapted by Victor Wolfson; with Walter Slezak, Olive Deering, Michael Strong, John McGovern, Allan Stevenson
Vaughn Monroe	CBS 7:30	Joan Holloway(SD), Johnny Conrad Dancers
Texaco Star	NBC 8pm	Andrews Sisters, Paul Winchell & Jerry Mahoney, Brian Sullivan

WEDNESDAY JUNE 13

Charlie Wild	CBS 9pm	The Case Of The Mystical Mr. "A"; with Henry Calvin, Kermit Murdock, Bette George, Patricia White, Maurice Fitzgerald
Faye Emerson	ABC 7:15	the Treble Tones(women's barbershop quartet)
Footlights	NBC 11:45am	Rueben Mamoulian
Four Star Rev.	NBC 8pm	Danny Thomas MC, Bunny Lewbel, Kay Starr
Garry Moore	CBS 1:30	John W. Vandercook(explorer)
Kate Smith	NBC 4pm	Jimmy Wakely, Evalyn Tyner(M), Landre & Verna
Kreis. Bandst.	ABC 8:30	Loman & Fields(D), Tex Beneke & orch, Jerri Sullivan(S)
Kraft Theater	NBC 9pm	Stranglehold - by Channing Pollock; with Gene Lyons, Marilyn Monk, Enid Markey, Anne Marno, Brook Byron, Don Briggs, Guy Spaull
Cover Girl	CBS 3:30	Anthony Beauchamp(photographer), Fran Gregory(S)
Perry Como		Terry Snyder(drummer)
**STEVE ALLEN	CBS 12N	STAN FISHER, exciting harmonica virtuoso, PEGGY TAYLOR(S), VIC & AUDIO(novelty act)
**THE WEB	CBS 9:30	CHECKMATE - by HUGH PENTECOST; with JEROME COWAN, JOHN NEWLAND, NEVA PATTERSON, EILEEN HECKART, ESTHER MINCIOTTI, NOLA CHILTON; unique drama about a murder in a TV studio; produced by FRANKLIN HELLER & directed by HERBERT HIRSCHMAN

THURSDAY JUNE 14

Alan Young	CBS 9pm	Nelson Eddy, June Whitley
Big Town	CBS 9:30	The First Robin - by Joseph Ruscoll & Charles Robinson
Crime Photog.	CBS 10:30	Darren McGavin assumes title role; Double Negative; with Meg Mundy, Brandon Peters, Leslie Neilsen, Don Kennedy
Ellery Queen	DuM 9pm	Murder In The Zoo; with Joan Wetmore, Kurt Katch, Arthur Kohl, Maurice Burke
**FORD FEST.	NBC 9pm	MARGO MELTON, WALT DISNEY introducing scenes from "ALICE IN WONDERLAND"

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THURSDAY JUNE 14(Continued)

Lilli Palmer	CBS 7:15	Alexander Lernet-Holenia(Austrian poet & playwright)
Martin Kane	NBC 10pm	E.G. Marshall, Grant Gordon, Margaret Hayes, George Englund, Blanche Yurka
Starlight Thtr	CBS 8pm	The Fascinating Mr. Hogan - by William Brucker; adapted by Manya Starr; with Jackie Cooper, Hildy Parks, Loring Smith, June Walker
Steve Allen	CBS 12N	Dianna Barrymore, the Honeydreamers(S)
T-Men In Action	NBC 8:30	The Case of the Deadly Cargo; with Herbert Nelson, Beverly Whitney, Doris Delack, Richard Midgely, Harry Davis, John Shay, Gregory Morton

FRIDAY JUNE 15

Big Story	NBC 9pm	Lawrence Fletcher, Robert Pastene, Leonard Barry, Norman Mackay, Joseph Boland, Peg Hillias, Dallas Boyd, Barbara Baxley
Eloise Salutes	DuM 11pm	Trini Reyes(flamenco dancer)
Caval of Stars	DuM 10pm	Morey Amsterdam, Ames Brothers(S), Jo Sullivan
Faye Emerson	ABC 7:15	Frank Loesser
**GARRY MOORE	CBS 1:30	VIRGINIA SALE presents novel characterizations
Ford Theater	CBS 9pm	Night Over London; adapted by David Davidson from "Monday Night" by Kay Boyle; with Stella Andrew, Hugh Reilly, Alexander Clark, Catherine Willard, Basil Howes, Leslie Barrie, Ernest Rowan, A.J. Herbert, Jerome Collamore, Michael McAloney, Robert Hull, Anthony Kemble Cooper
**HANDS OF DEST.	DuM 9pm	THE DAY I FORGOT; with DONALD CURTIS, NATALIE CORE, ED PECK, JOSEPH LEON, ANITA WEBB; a weird tale about a psychiatrist & his patient; directed by PAT FAY
Kate Smith	NBC 4pm	Mary Osborne Trio(M), Joe Howard
Man vs Crime	CBS 8:30	Donald Randolph, Joseph Macauley, James Sheridan, Helen Waren, Richard Shankland, Helen Gillette
Margaret Arlen	CBS 1pm	Blanche Thebom
**MR & MRS MYST.	WOR 7:30	THE CASE OF THE RETURNED VISIT - by JOHN GAY; a cleverly produced low budget mystery series; with JOHN & BARBARA GAY, LIAM SULLIVAN, CARROLL HOWE, NELL CLARKE; produced & directed by HARVEY MARLOWE
Pulitzer Play.	ABC 9pm	The Buccaneer - by Maxwell Anderson & Laurence Stallings; adapted by Mab Maynard; with Brian Aherne, Nina Foch, Torin Thatcher, Colin Keith, Jonathan Harris, Halliwell Hobbes, Irene Moore, Anthony Carr, Walter Burke, Jack Manning
Steve Allen	CBS 12N	Robert Maxwell(harpist), Jeanne Bargy(M)
Twenty Quest.	WOR 8pm	Jeffrey Lynn
Trapped	WOR 8:30	Yes Takes A Long Time; with Fran Malis, Lexford Richards, Henry Hamilton

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BRIAN AHERNE & CEDRIC HARDWICKE now rep. by John Gibbs Agcy CO 5-7504, for Gregory Associates of California

DIANA ADAMS ballerina NYC Ballet - PRESS: Philip Bloom CH 4-5185

FRED ALLEN - AGT: Wm Morris JU 6-5100

BINNIE BARNES current "Twentieth Century" PRESS: David Lipsky CH 4-5185

JOAN BENNETT - AGT: Jack Lawrence ATC JU 2-3885

LEE BOWMAN - AGT: MCA PL 9-7500

DIANA BARRYMORE - AGT: Jerry Rosen PL 7-6185

CYD CHARISSE - CONTACT: John Joseph MGM JU 2-2000

DONALD CRISP - AGT: Henry Guettel Gale Agcy PL 7-7100

JOHN DALL legit-film actor - AGT: Peter Witt PL 9-7966

GLORIA DE HAVEN here until June 24 - AGT: Charles Abramson, Famous Artists CI 7-6200

BOBBY DRISCOLL film juvenile - CONTACT: Charles Levy, Disney Corp. JU 6-3442

GIGI DURSTON vocalist - PRESS: Charles Dreyfus PL 3-6971

JUDITH EVELYN - CONTACT: Arnold Weissberger PL 8-0800

NANNETTE FABRAY - PRESS: Dave Tebet CI 7-5282

SYLVIA FINE KAYE writer of Danny Kaye special material, avail intvw - PRESS: Buddy Basch MU 7-8351

NINA FOCH - AGT: Frances Head, Gibbs Agcy

FRANCESKA GAAL current "The Happy Time" AGT: Jane Broder MU 8-0960

GLORIA GRAHAME - RADIO AGT: Sam Jaffe PL 9-6693

RICHARD GREENE - AGT: Frances Head, Gibbs Agcy CO 5-7504

CONNIE HAINES vocalist - AGT: General Artists CI 7-7550

BETTY HUTTON - PRESS: Margaret Ettinger MU 8-4842

(Continued next column)

ANNE JEFFREYS current "Kiss Me Kate" - PRESS: Ross Assoc. BR 9-5906

JOHNNY JOHNSTON current "A Tree Grows In Brooklyn" - MGR: Al Thall MU 2-0514

LOUIS JORDAN orch leader - AGT: General Artists CI 7-7550

DENNIS KING - AGT: Joe McGee, Wm Morris

JUNE HAVOC - AGT: Joe McGee JU 6-5100

PIPER LAURIE film ingenue - RADIO AGT: Paul Radin, Jaffe AgcyPL 9-6693

JANET LEIGH - CONTACT: John Joseph MGM JU 2-2000

FRANK LOESSER "Guys And Dolls" composer PRESS: Karl Bernstein CI 6-0427

AVON LONG - AGT: Baum-Newborn BR 9-6377

FREDDY MARTIN current Astor Roof - AGT: MCA PL 9-7500

TONY MARTIN current Riviera - PRESS: Buddy Basch MU 7-8351

GEORGE MATTHEWS legit-TV actor - AGT: Lucy Kroll PL 7-4250

ALLYN McLERIE "Miss Liberty" - AGT: Gloria Safier MU 8-3950

CONRAD NAGEL - AGT: Jack Lawrence ATC JU 2-3885

JAN PEERCE - AGT: NCAC PL 9-6000

TOM POSTON legit-TV actor - AGT: Lucille Phillips CI 7-3264

ROBERT PRESTON current "Twentieth Century" AGT: Jack Lawrence JU 2-3885

EDWARD G. ROBINSON - AGT: Joe McGee Wm Morris

LILI ST. CYR current Club Samoa - AGT: Miles Ingalls JU 6-3000

BARRY SULLIVAN - CONTACT: John Joseph MGM JU 2-2000

YMA SUMAC novelty singing act current "Flahooley" - AGT: Hilliard Elkins, Wm Morris JU 6-5100

MARIA TALLCHIEF ballerina current NYC Ballet - AGT: Deborah Coleman CI 7-3264

JESSICA TANDY - AGT: Wm Morris

DANNY THOMAS - AGT: Wm Morris

LEE TRACY - AGT: Louis Shurr CH 4-8241

MAE WEST - PRESS: Vince McKnight LO 5-3700

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